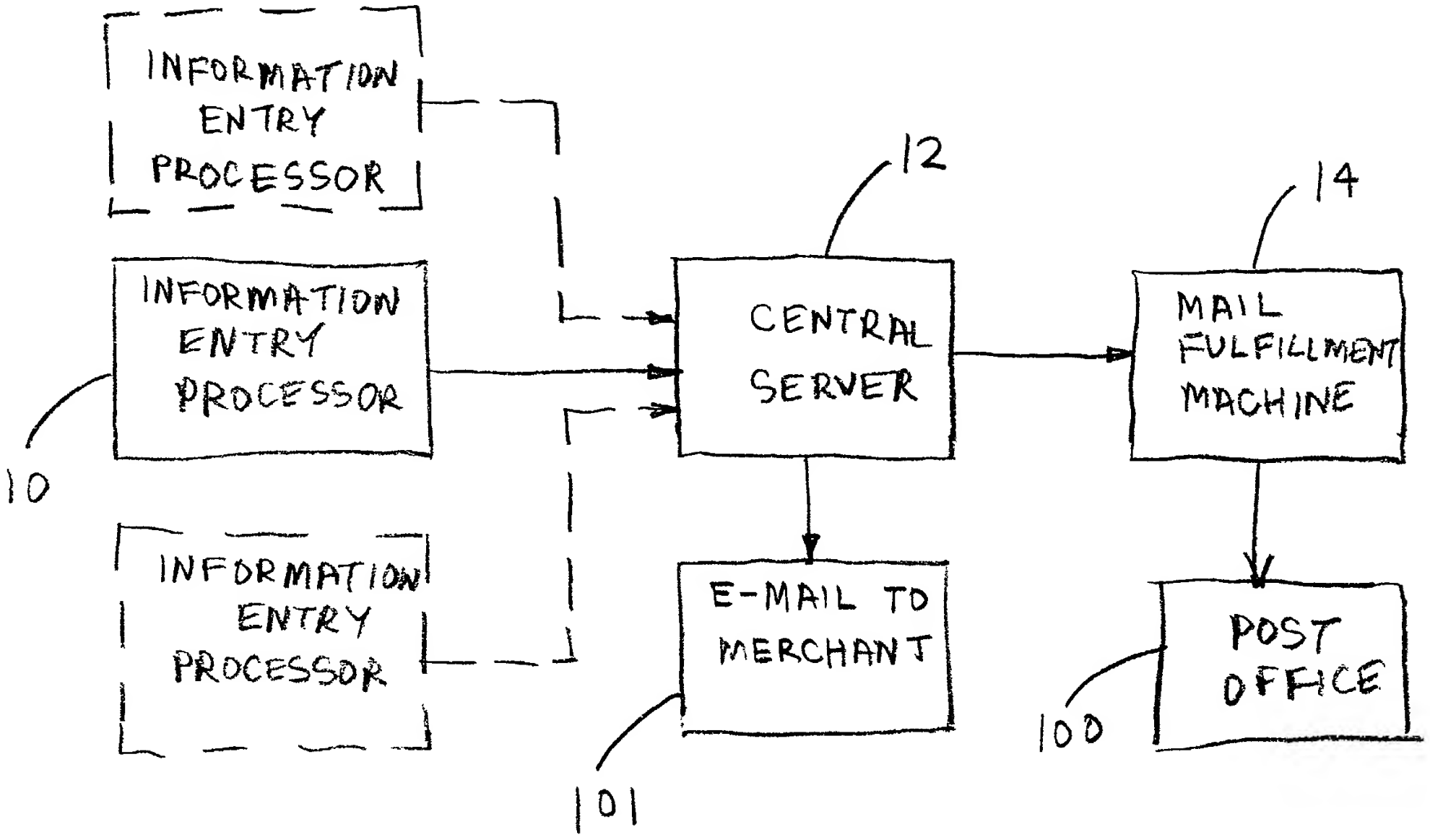

INFORMATION ENTRY PROCESSOR
INFORMATION ENTRY PROCESSOR
10
INFORMATION ENTRY PROCESSOR
12
CENTRAL SERVER
14
MAIL FULFILLMENT MACHINE
E-MAIL TO MERCHANT
101
POST OFFICE
100

FIG. 1

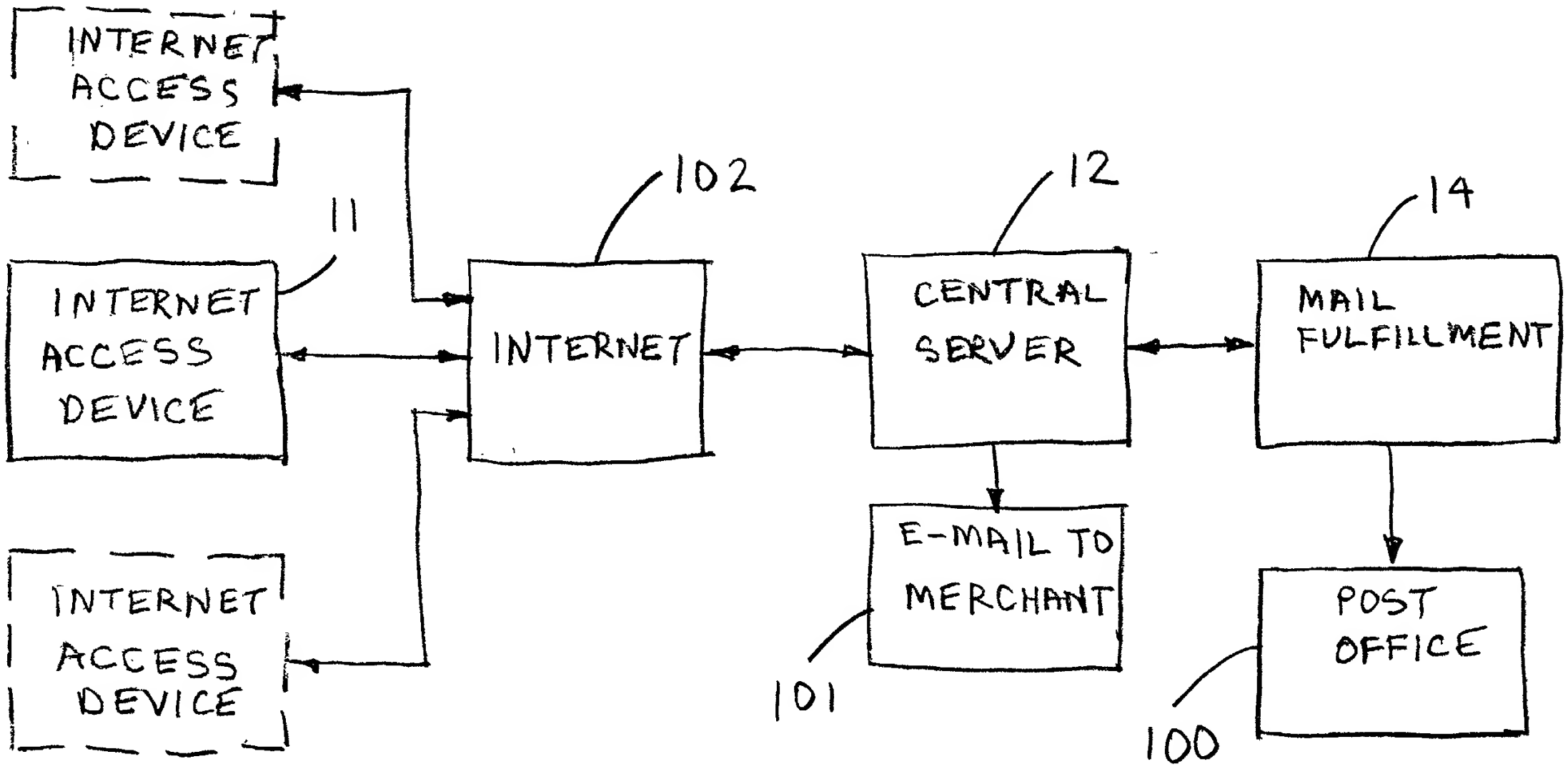
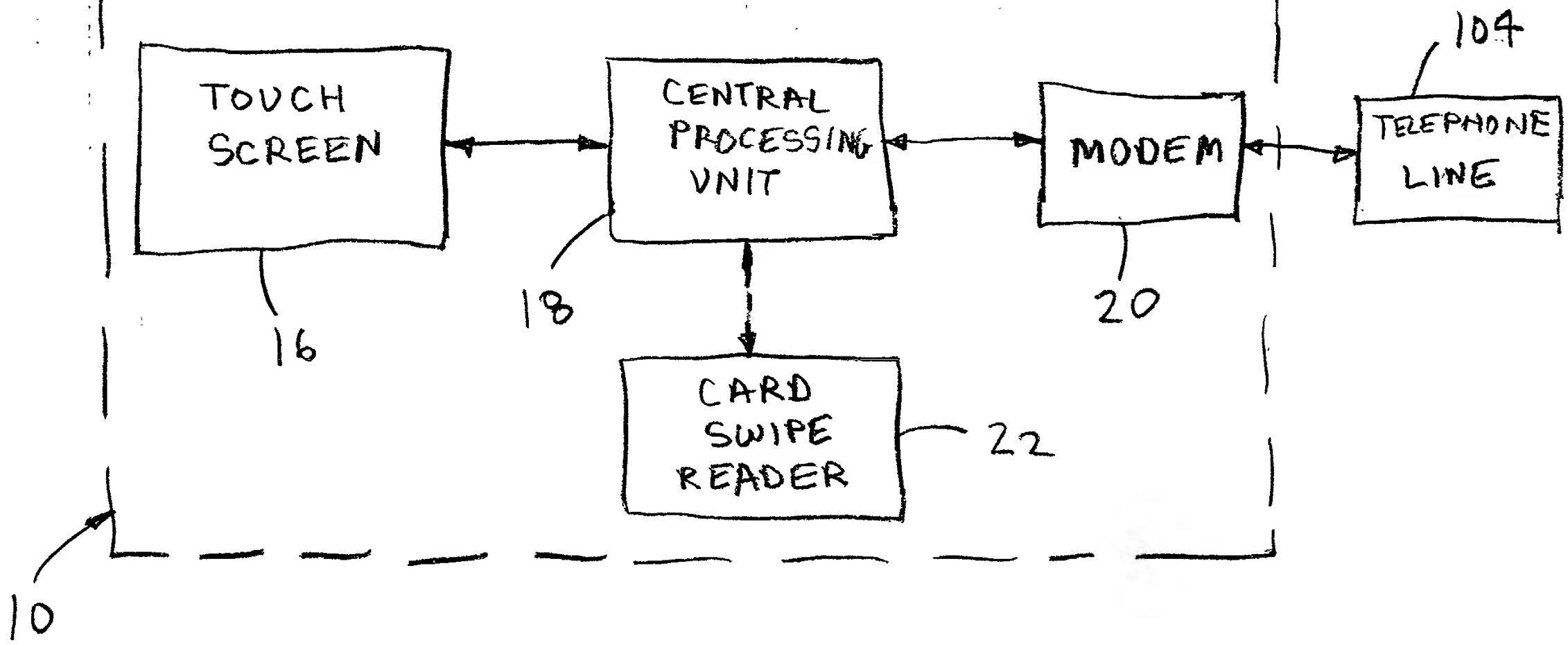

INTERNET ACCESS DEVICE
11
INTERNET ACCESS DEVICE
INTERNET ACCESS DEVICE
102
INTERNET
12
CENTRAL SERVER
14
MAIL FULFILLMENT
E-MAIL TO MERCHANT
101
POST OFFICE
100

FIG. 1a


TOUCH SCREEN
CENTRAL PROCESSING VNIT
MODEM
TELEPHONE LINE
104
16
18
20
CARD SWIPE READER
22
10

FIG, 2

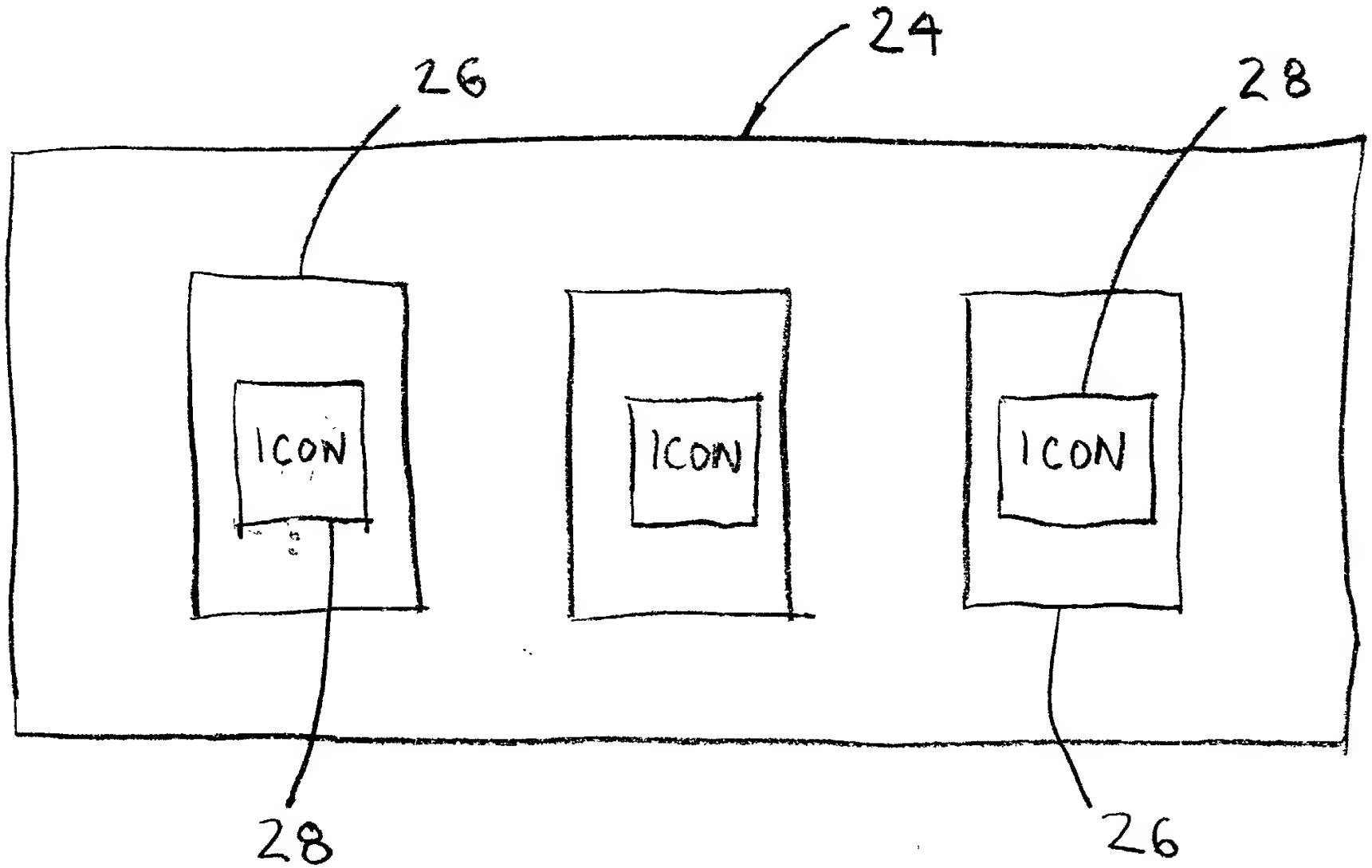


FIG. 3

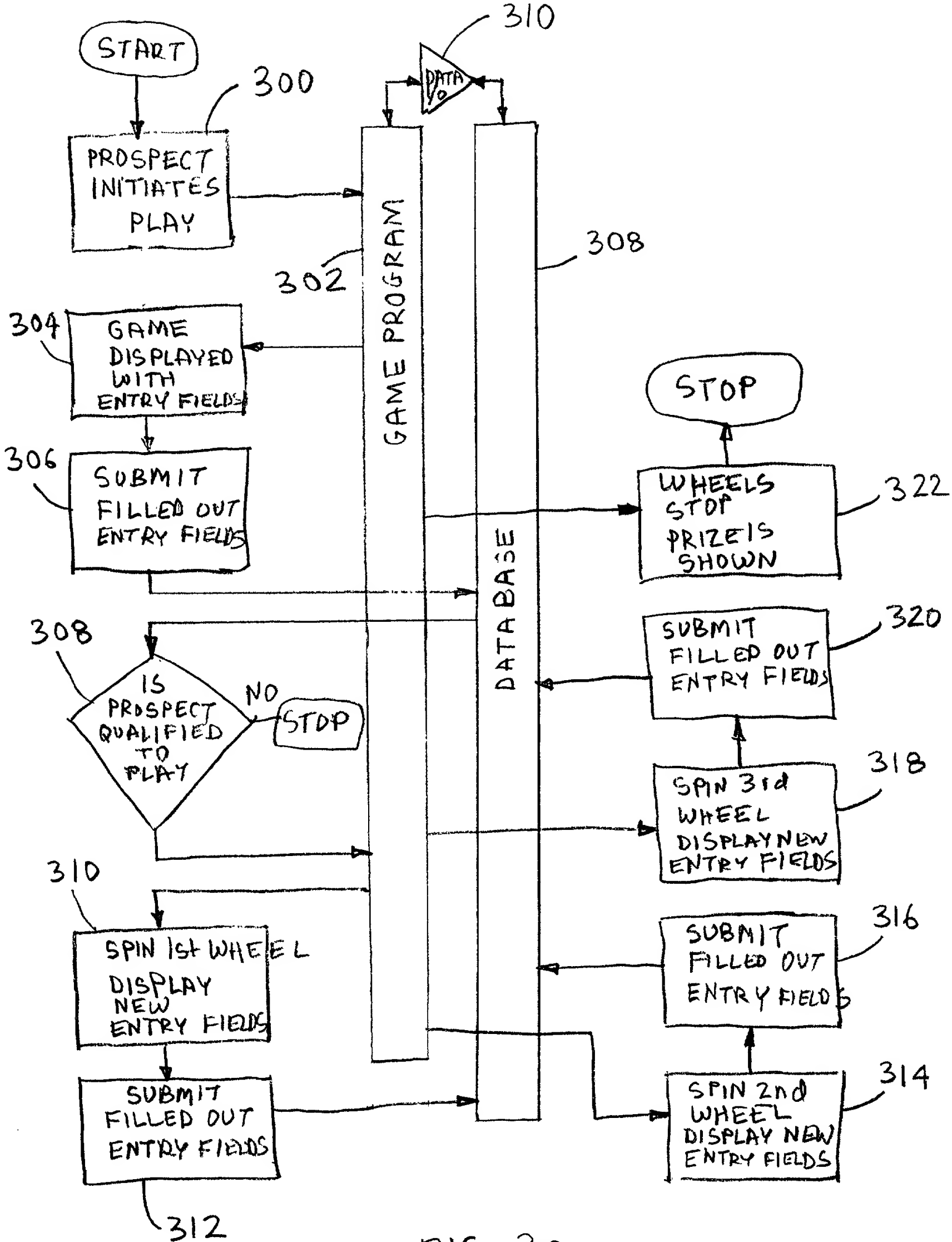
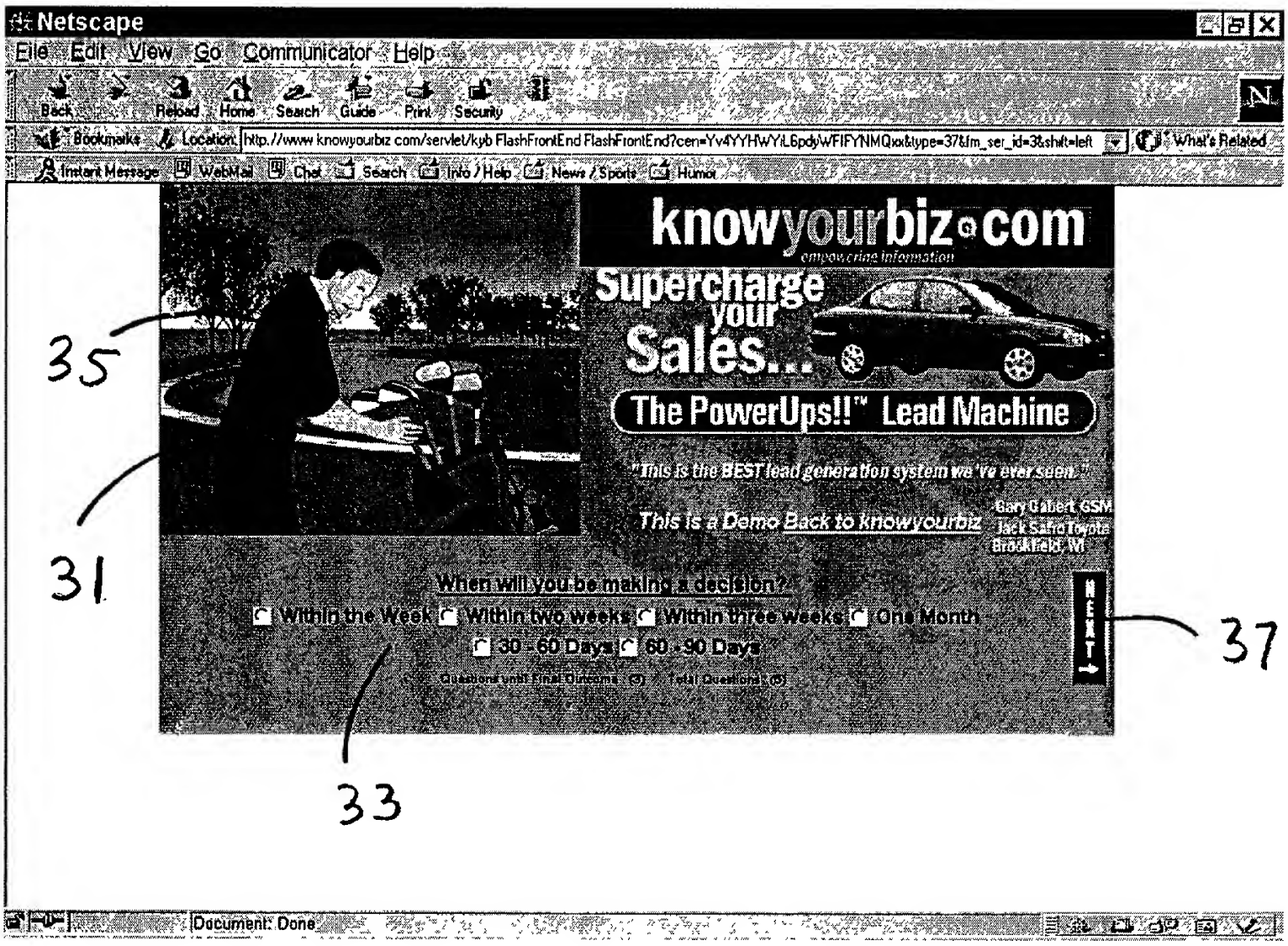

START
300
PROSPECT INITIATES PLAY
310
DATA I/O
GAME PROGRAM
302
308
DATABASE
304
GAME DISPLAYED WITH ENTRY FIELDS
306
SUBMIT FILLED OUT ENTRY FIELDS
STOP
WHEELS STOP PRIZES SHOWN
322
SUBMIT FILLED OUT ENTRY FIELDS
320
SPIN 3rd WHEEL DISPLAY NEW ENTRY FIELDS
318
SUBMIT FILLED OUT ENTRY FIELDS
316
SPIN 2nd WHEEL DISPLAY NEW ENTRY FIELDS
314
308
IS PROSPECT QUALIFIED TO PLAY
NO
STOP
310
SPIN 1st WHEEL DISPLAY NEW ENTRY FIELDS
SUBMIT FILLED OUT ENTRY FIELDS
312

FIG. 3a


Netscape
File Edit View Go Communicator Help
Back Reload Home Search Guide Print Security
Bookmarks Location: http://www.knowyourbiz.com/servlet/kyb.FlashFrontEnd.FlashFrontEnd?cen=Yv4YYHWYtL6pdyWFIFYNMQ==&type=37&lm_ser_id=3&shift=left
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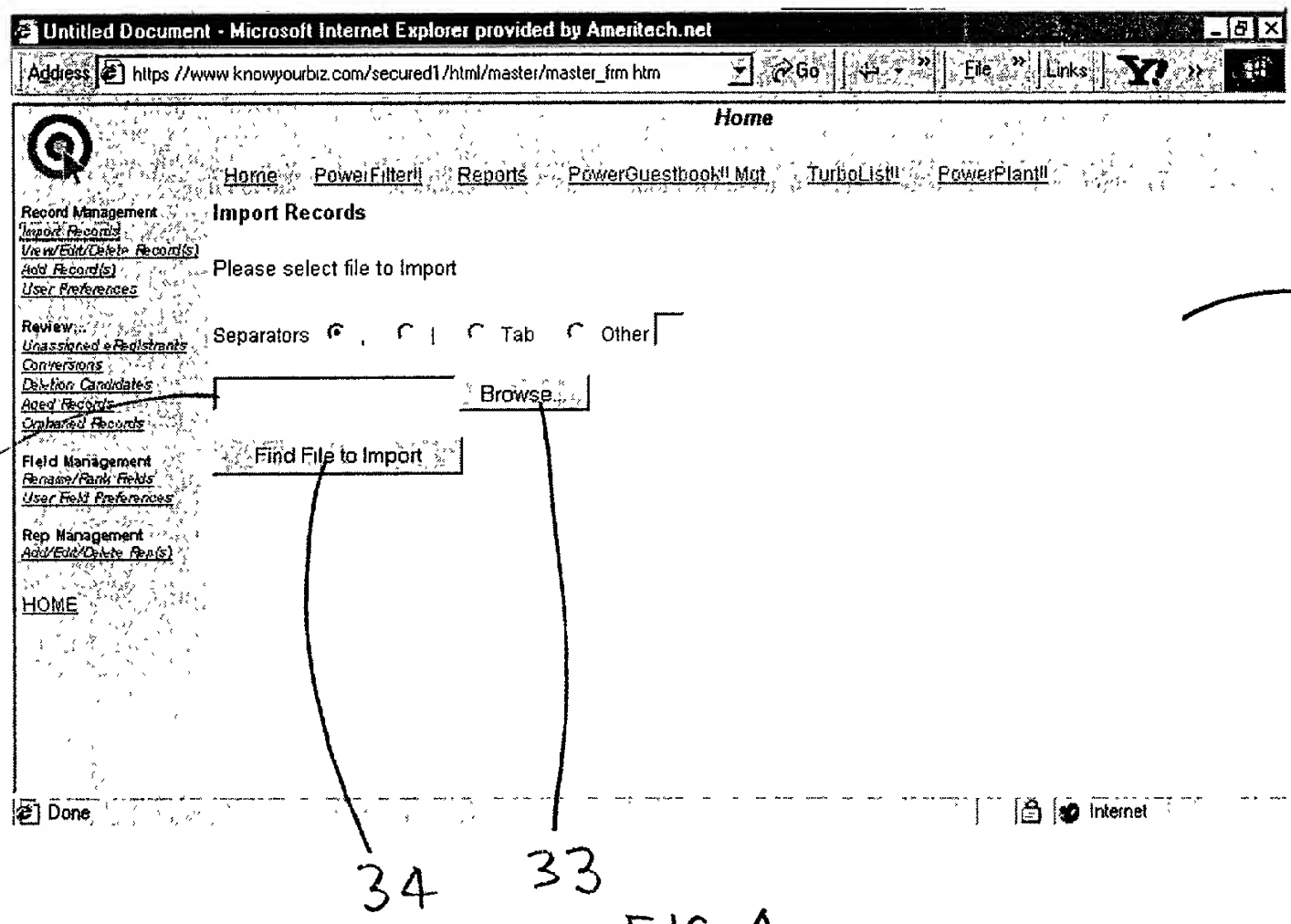
empowering information
Supercharge your Sales...
The PowerUps!!™ Lead Machine
"This is the BEST lead generation system we've ever seen."
This is a Demo Back to knowyourbiz
Gary Gabert, GSM
Jack Salmo Toyota
Brookfield, WI
When will you be making a decision?
Within the Week Within two weeks Within three weeks One Month
30 - 60 Days 60 - 90 Days
Questions until Final Outcome: (0) Total Questions: (0)
NEXT
35
31
33
37
Document: Done

FIG. 3b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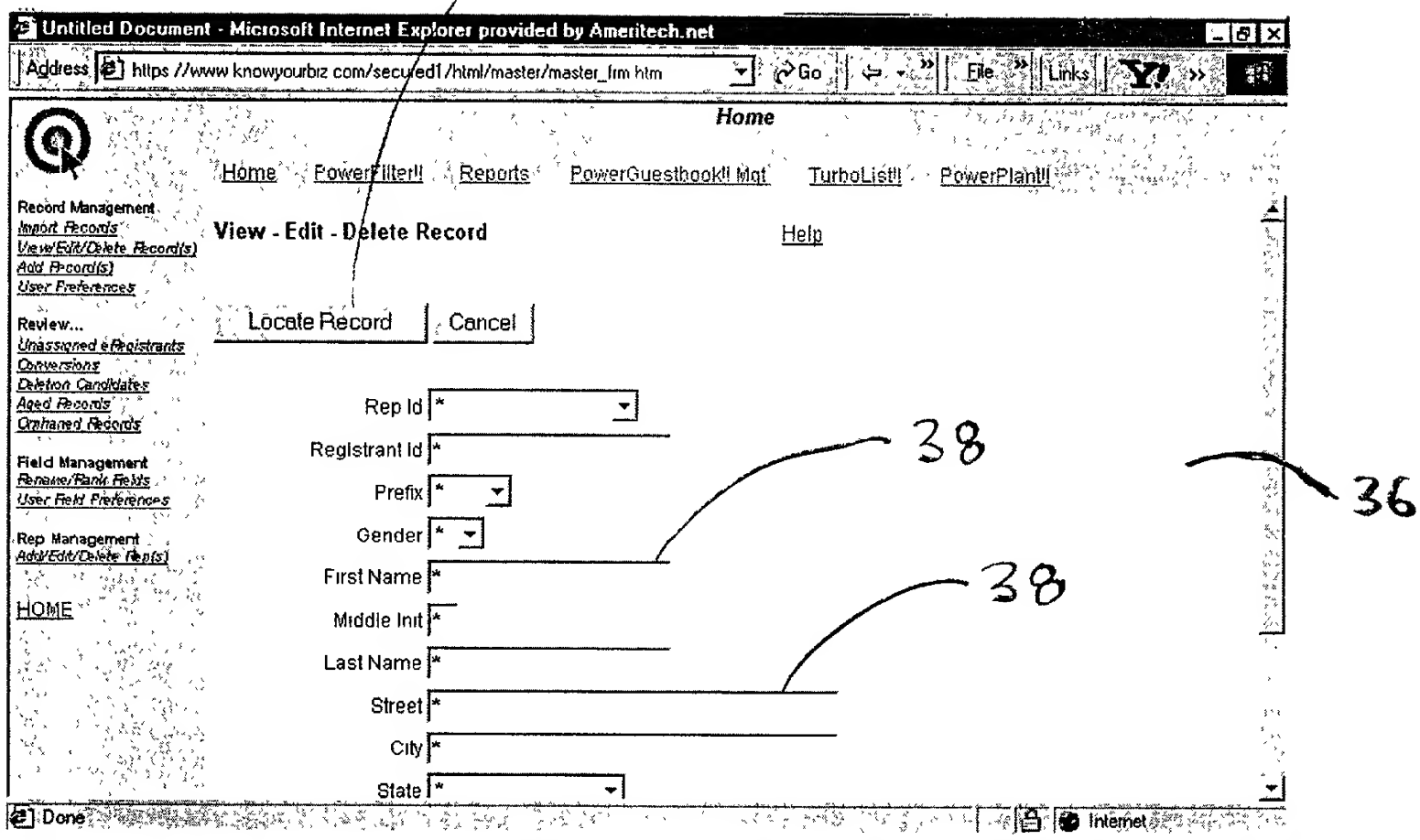
File
Links
Home
Home
PowerFilter!!
Reports
PowerGuestbook!! Mgt
TurboList!!
PowerPlant!!
Record Management
Import Records
View/Edit/Delete Record(s)
Add Record(s)
User Preferences
Review...
Unassigned eRegistrants
Conversions
Deletion Candidates
Aged Records
Orphaned Records
Field Management
Rename/Rank Fields
User Field Preferences
Rep Management
Add/Edit/Delete Rep(s)
HOME
Import Records
Please select file to Import
Separators
,
|
Tab
Other
Browse...
Find File to Import
Done
Internet
32
34
33

30

FIG. 4

FIG. 5


40
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File
Links
Home
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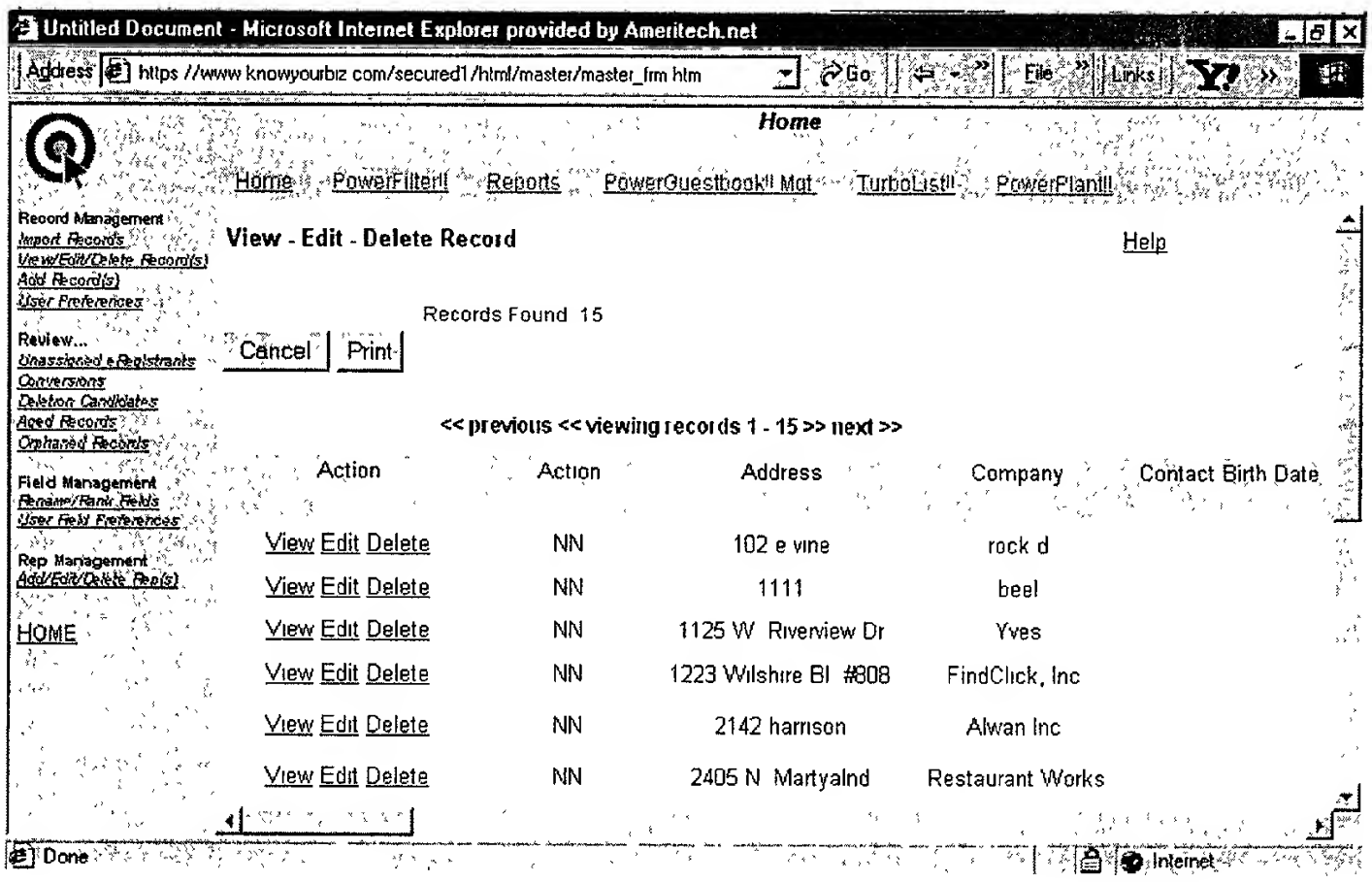
Reports
PowerGuesthook!! Mgt
TurboList!!
PowerPlant!!
Record Management
Import Records
View/Edit/Delete Record(s)
Add Record(s)
User Preferences
Review...
Unassigned eRegistrants
Conversions
Deletion Candidates
Aged Records
Orphaned Records
Field Management
Rename/Rank Fields
User Field Preferences
Rep Management
Add/Edit/Delete Rep(s)
HOME
View - Edit - Delete Record
Help
Locate Record
Cancel
Rep Id *
Registrant Id *
Prefix *
Gender *
First Name *
Middle Init *
Last Name *
Street *
City *
State *
38
38
36
Done
Internet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Go
File
Links
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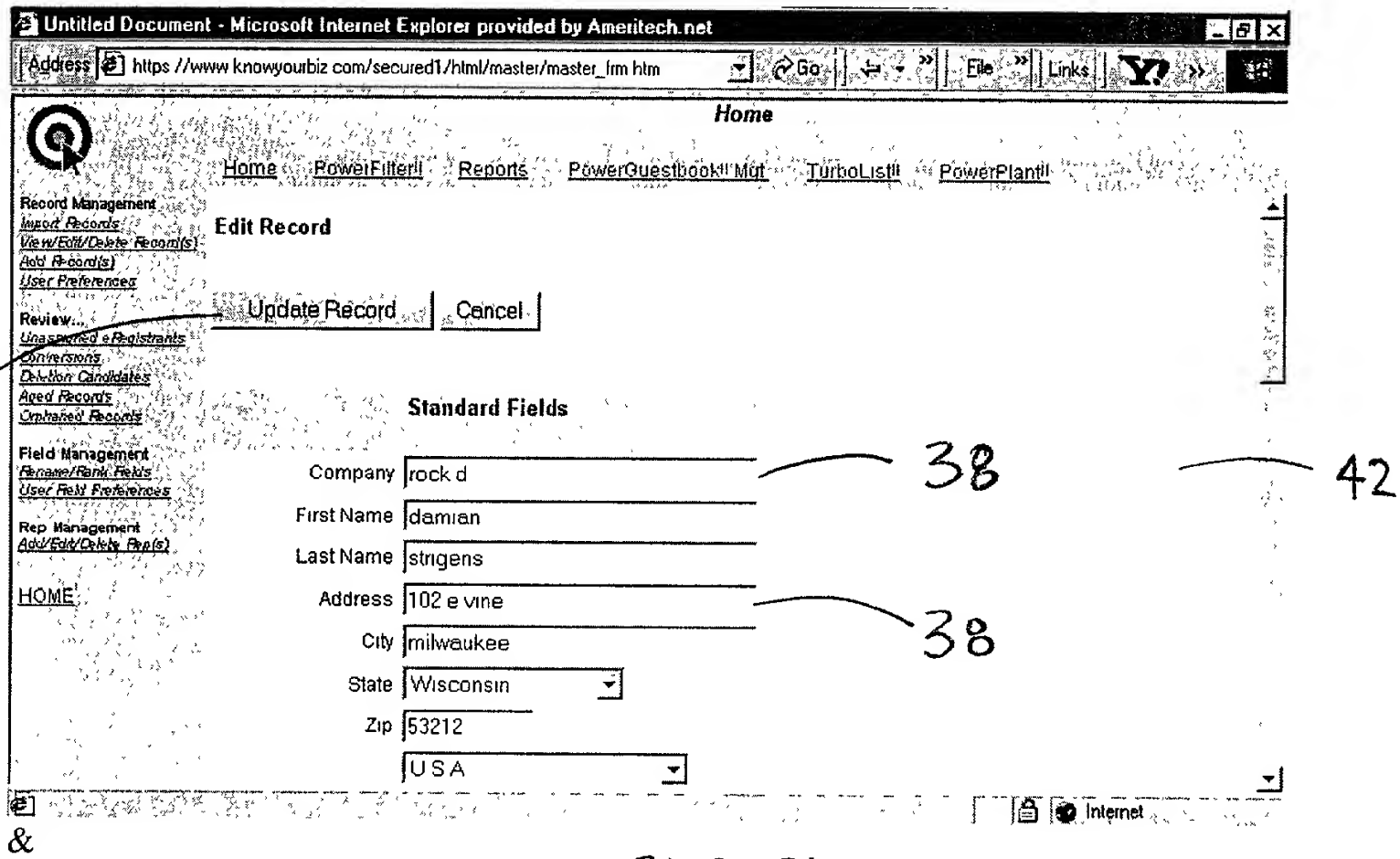
PowerFilter!!
Reports
PowerGuesthook!! Mgt
TurboList!!
PowerPlant!!
Record Management
Import Records
View/Edit/Delete Record(s)
Add Record(s)
User Preferences
Review...
Unassigned eRegistrants
Conversions
Deletion Candidates
Aged Records
Orphaned Records
Field Management
Rename/Rank Fields
User Field Preferences
Rep Management
Add/Edit/Delete Rep(s)
HOME
View - Edit - Delete Record
Help
Records Found 15
Cancel
Print
<< previous << viewing records 1 - 15 >> next >>
Action
Action
Address
Company
Contact Birth Date
View Edit Delete
NN
102 e vine
rock d
View Edit Delete
NN
1111
beel
View Edit Delete
NN
1125 W Riverview Dr
Yves
View Edit Delete
NN
1223 Wilshire Bl #808
FindClick, Inc
View Edit Delete
NN
2142 harrison
Alwan Inc
View Edit Delete
NN
2405 N Martyalnd
Restaurant Works
Done
Internet

FIG. 5a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Home
Home
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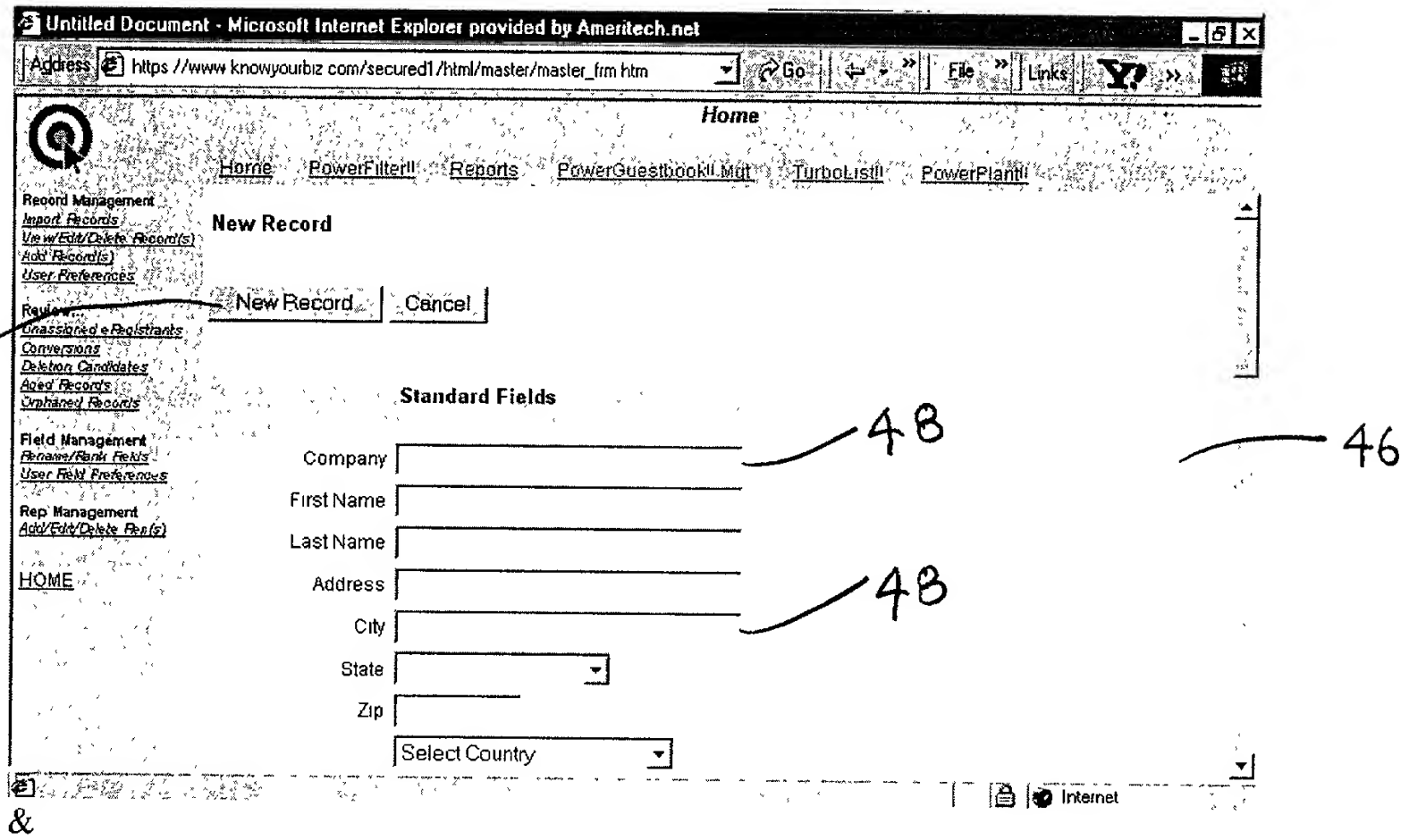
PowerGuestbook!!
Mail
TurboList!!
PowerPlant!!
Record Management
Import Records
View/Edit/Delete Record(s)
Add Record(s)
User Preferences
Review...
Unapproved eRegistrants
Conversions
Deletion Candidates
Aged Record's
Orphaned Records
Field Management
Rename/Rank Fields
User Field Preferences
Rep Management
Add/Edit/Delete Rep(s)
HOME
Edit Record
Update Record
Cancel
Standard Fields
Company
rock d
First Name
damian
Last Name
strigens
Address
102 e vine
City
milwaukee
State
Wisconsin
Zip
53212
USA
Internet
44
38
42
38

&

FIG, 5b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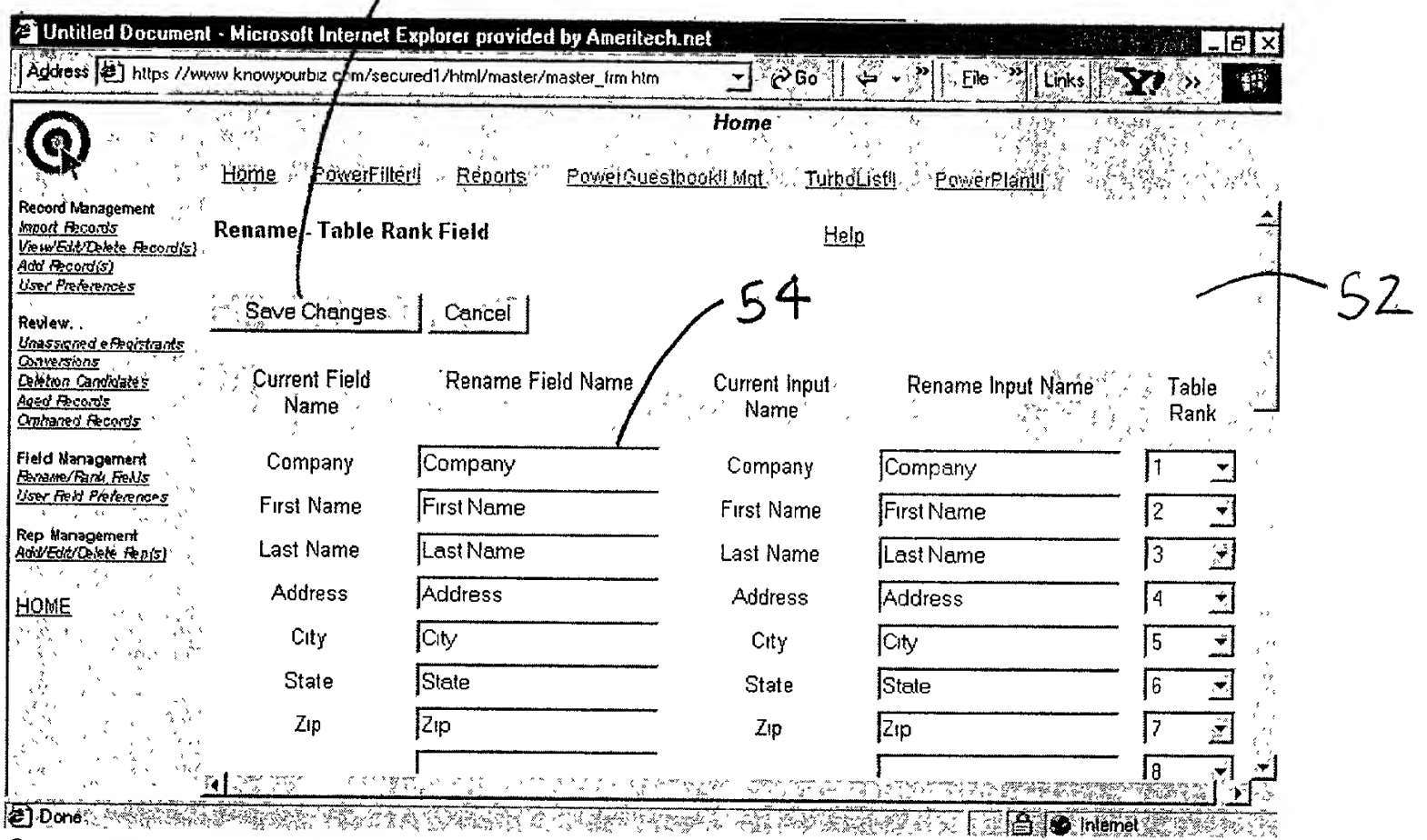
Home
PowerFilter!!
Reports
PowerGuestbook!! Mail
TurboList!!
PowerPlant!!
Record Management
Import Records
View/Edit/Delete Record(s)
Add Record(s)
User Preferences
Reports
Unassigned eRegistrants
Conversions
Deletion Candidates
Aged Records
Orphaned Records
Field Management
Rename/Rank Fields
User Field Preferences
Rep Management
Add/Edit/Delete Rep(s)
HOME
New Record
Cancel
Standard Fields
Company
First Name
Last Name
Address
City
State
Zip
Select Country
Internet
50
48
48
46

FIG. 6

56

FIG. 7



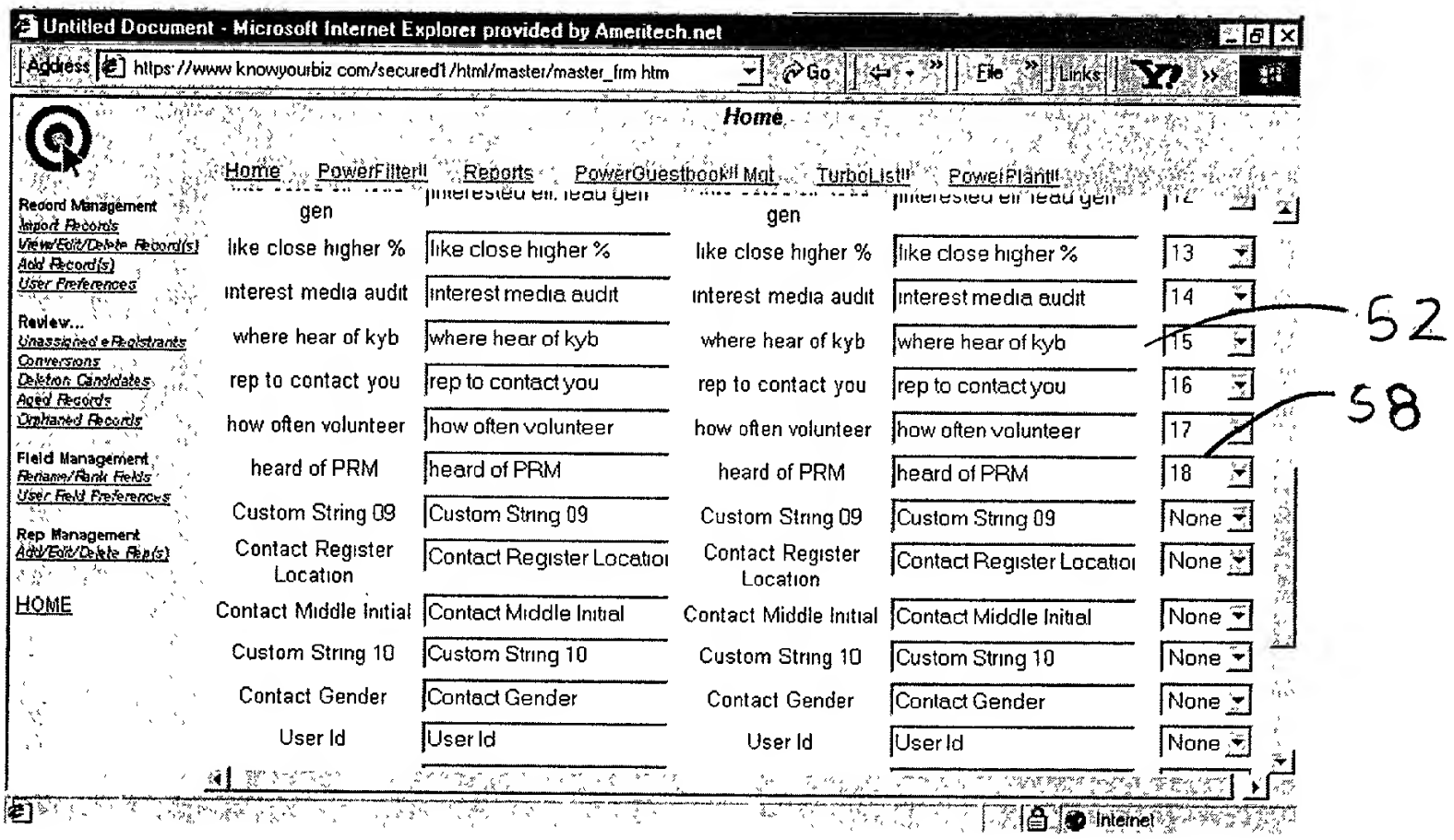
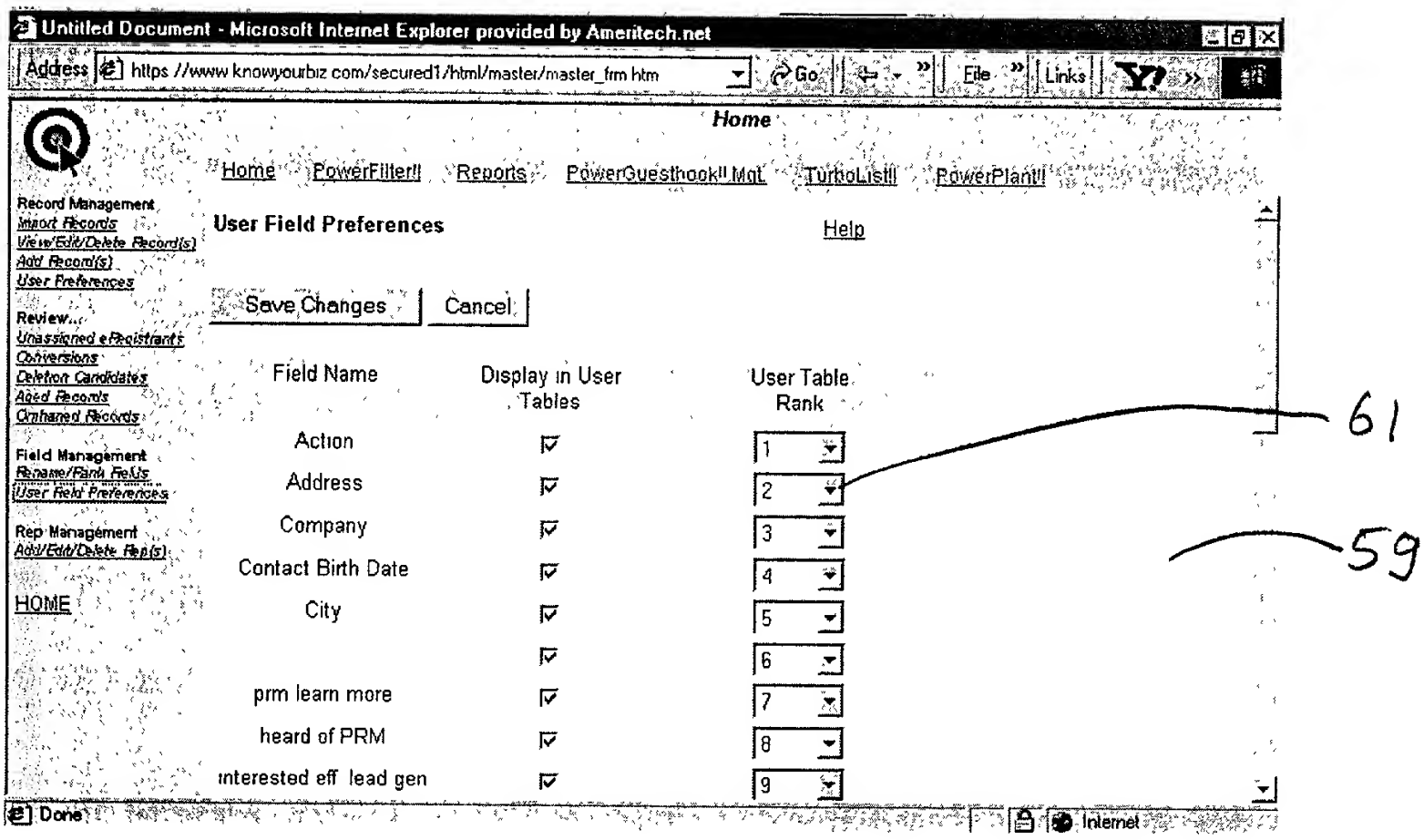


FIG. 7a

FIG. 7b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File
Links
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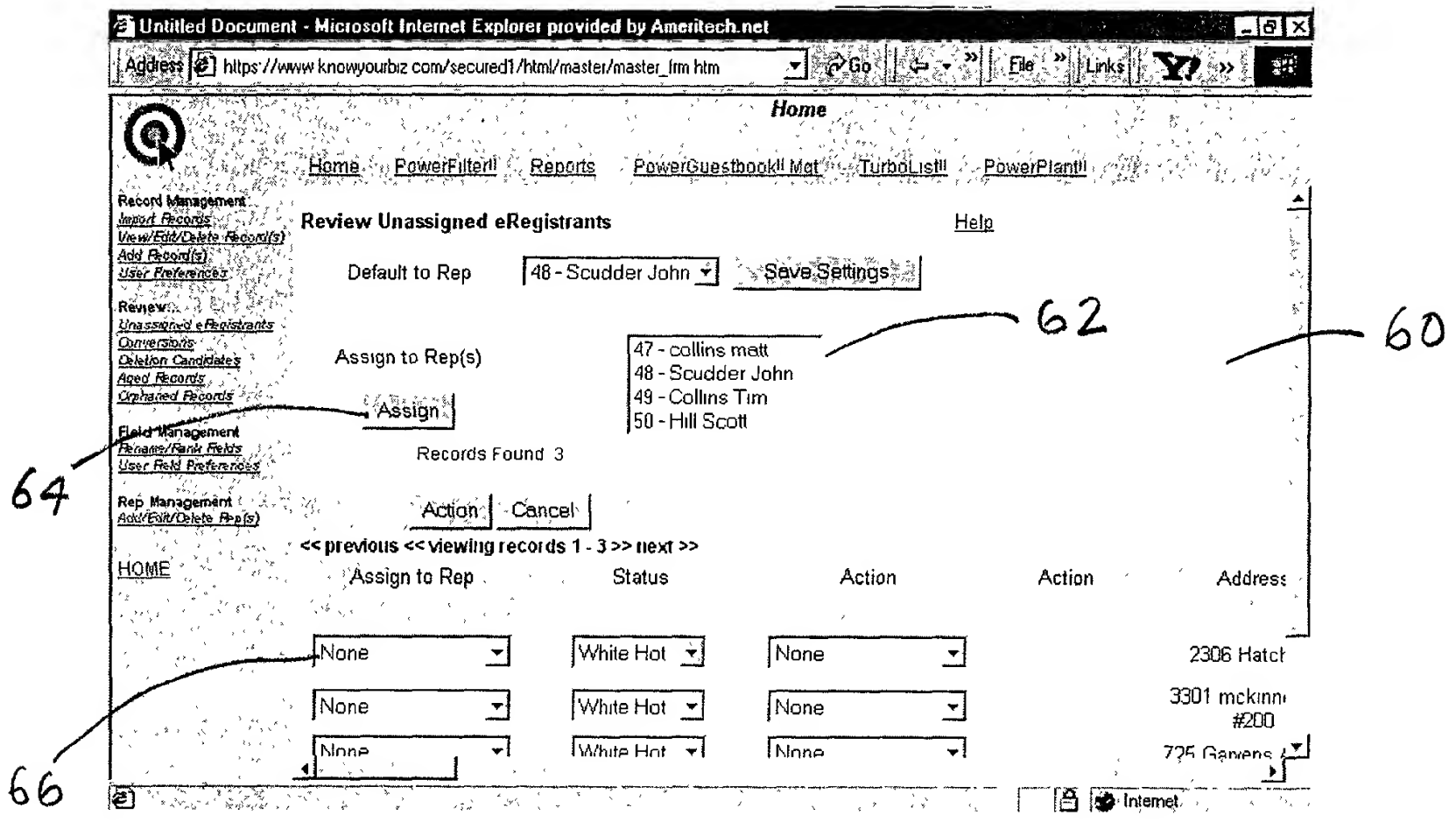
PowerFilter!!
Reports
PowerGuesthook!! Mgt
TurboList!!
PowerPlant!!
Record Management
Import Records
View/Edit/Delete Record(s)
Add Record(s)
User Preferences
Review...
Unassigned eRegistrants
Conversions
Deletion Candidates
Aged Records
Orphaned Records
Field Management
Rename/Rank Fields
User Field Preferences
Rep Management
Add/Edit/Delete Rep(s)
HOME
User Field Preferences
Help
Save Changes
Cancel
Field Name
Display in User Tables
User Table Rank
Action
Address
Company
Contact Birth Date
City
prm learn more
heard of PRM
interested eff lead gen
1
2
3
4
5
6
7
8
9
61
59
Done
Internet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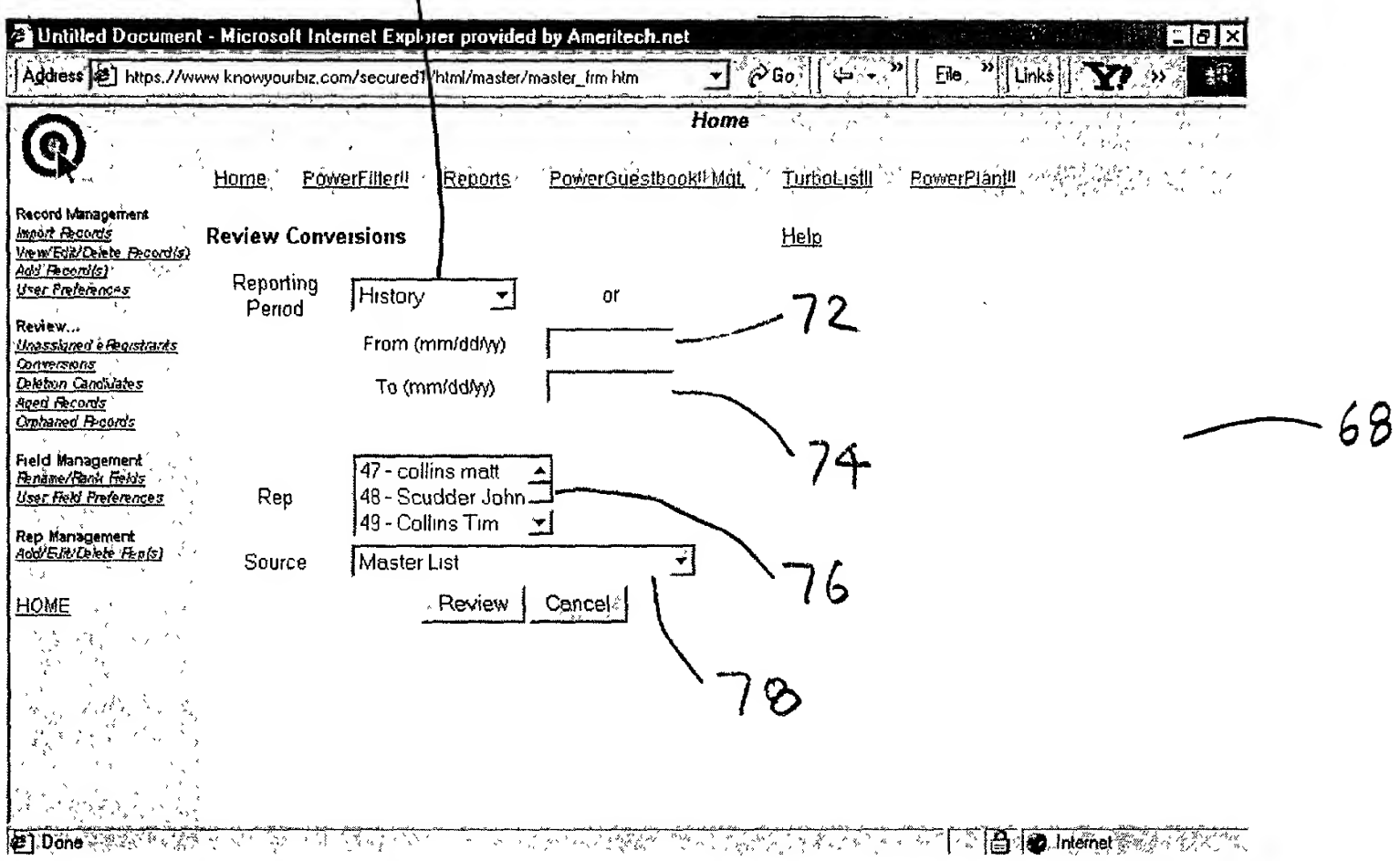
Record Management
Import Records
View/Edit/Delete Record(s)
Add Record(s)
User Preferences
Review
Unassigned eRegistrants
Conversions
Deletion Candidates
Aged Records
Orphaned Records
Field Management
Rename/Rank Fields
User Field Preferences
Rep Management
Add/Edit/Delete Rep(s)
Review Unassigned eRegistrants
Help
Default to Rep
48 - Scudder John
Save Settings
Assign to Rep(s)
47 - collins matt
48 - Scudder John
49 - Collins Tim
50 - Hill Scott
Assign
Records Found 3
Action
Cancel
<< previous << viewing records 1 - 3 >> next >>
HOME
Assign to Rep
Status
Action
Action
Address
None
White Hot
None
2306 Hatch
None
White Hot
None
3301 mckinn
#200
Internet
62
60
64
66

FIG. 8

FIG. 9


70
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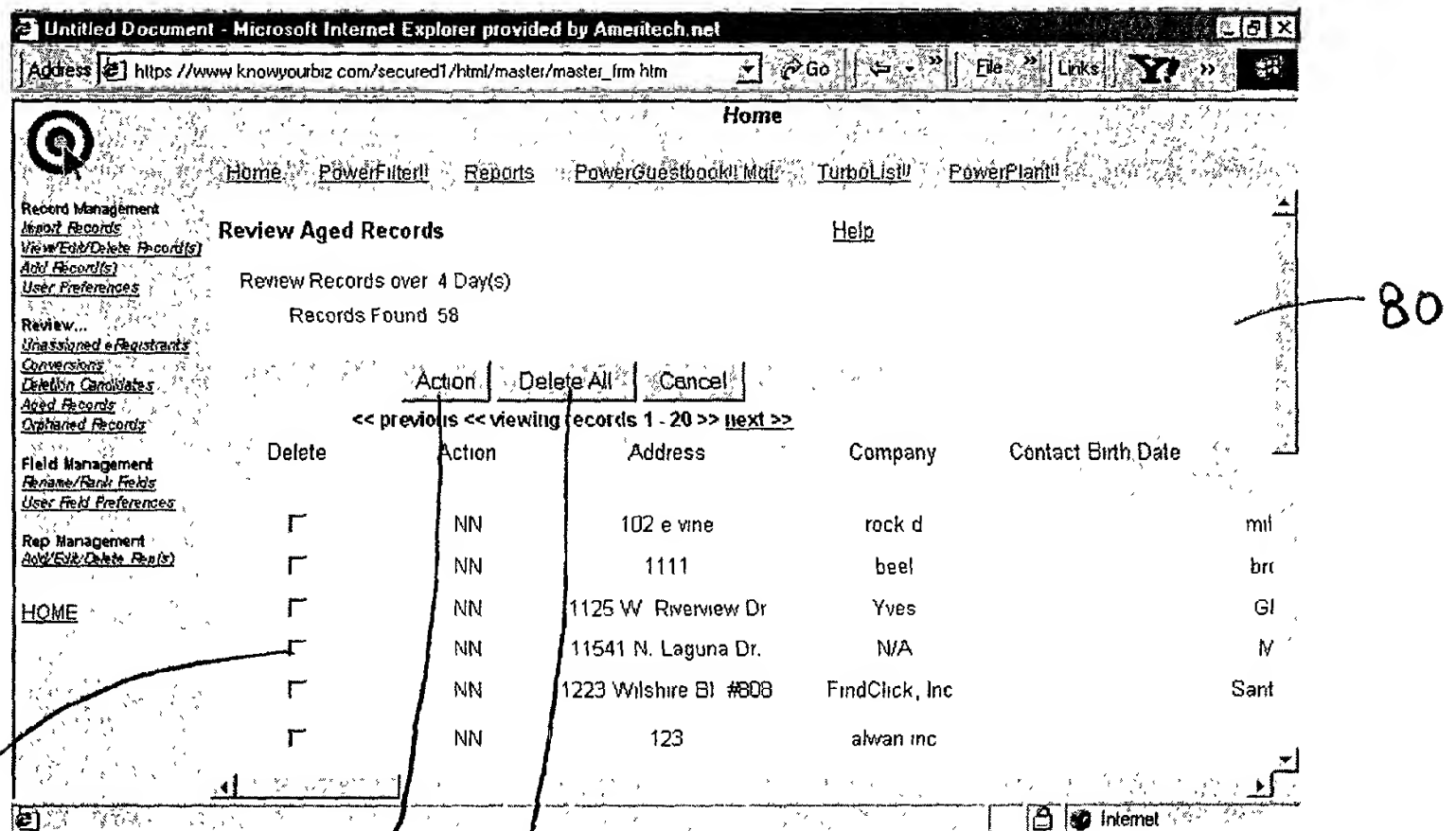
View/Edit/Delete Record(s)
Add Record(s)
User Preferences
Review...
Unassigned eRegistrants
Conversions
Deletion Candidates
Aged Records
Orphaned Records
Field Management
Rename/Rank Fields
User Field Preferences
Rep Management
Add/Edit/Delete Rep(s)
HOME
Review Conversions
Help
Reporting Period
History
or
From (mm/dd/yy)
To (mm/dd/yy)
72
74
68
Rep
47 - collins matt
48 - Scudder John
49 - Collins Tim
76
Source
Master List
Review
Cancel
78
Done
Internet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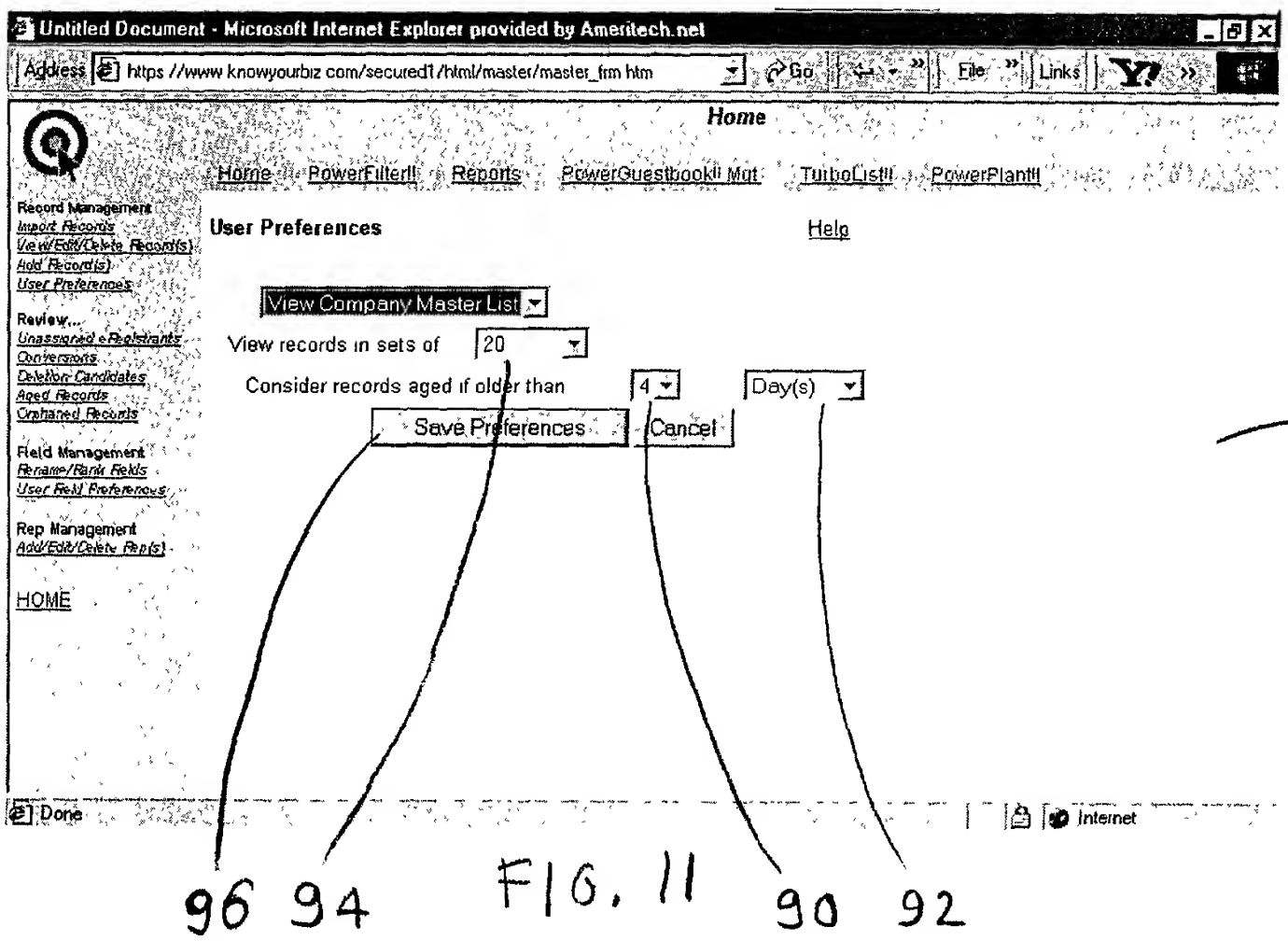
View/Edit/Delete Record(s)
Add Record(s)
User Preferences
Review...
Unassigned eRegistrants
Conversions
Deletion Candidates
Aged Records
Orphaned Records
Field Management
Rename/Rank Fields
User Field Preferences
Rep Management
Add/Edit/Delete Rep(s)
HOME
Review Aged Records
Help
Review Records over 4 Day(s)
Records Found 58
80
Action
Delete All
Cancel
<< previous << viewing records 1 - 20 >> next >>
Delete
Action
Address
Company
Contact Birth Date
NN 102 e vine rock d mil
NN 1111 beel br
NN 1125 W Riverview Dr Yves GI
NN 11541 N. Laguna Dr. N/A M
NN 1223 Wilshire Bl #808 FindClick, Inc Sant
NN 123 alwan inc
82
84
86
Internet

FIG. 10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PowerGuestbook!!
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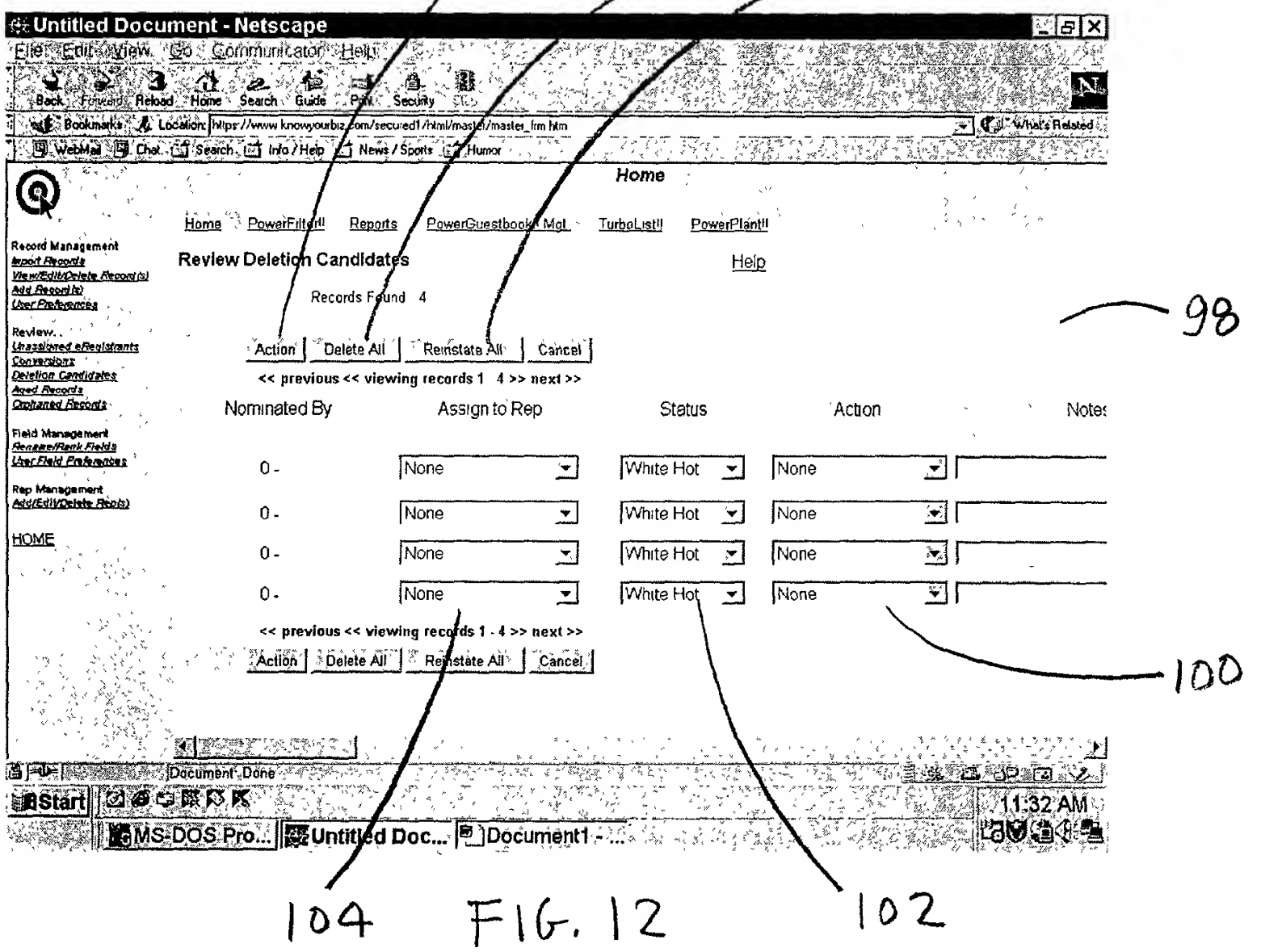
TurboList!!
PowerPlant!!
Record Management
Import Records
View/Edit/Delete Record(s)
Add Record(s)
User Preferences
Review...
Unassigned eRegistrants
Conversions
Deletion Candidates
Aged Records
Orphaned Records
Field Management
Rename/Rank Fields
User Field Preferences
Rep Management
Add/Edit/Delete Rep(s)
HOME
User Preferences
Help
View Company Master List
View records in sets of
20
Consider records aged if older than
4
Day(s)
Save Preferences
Cancel
Done
Internet
88
96
94
90
92

FIG. 11


106
108
110
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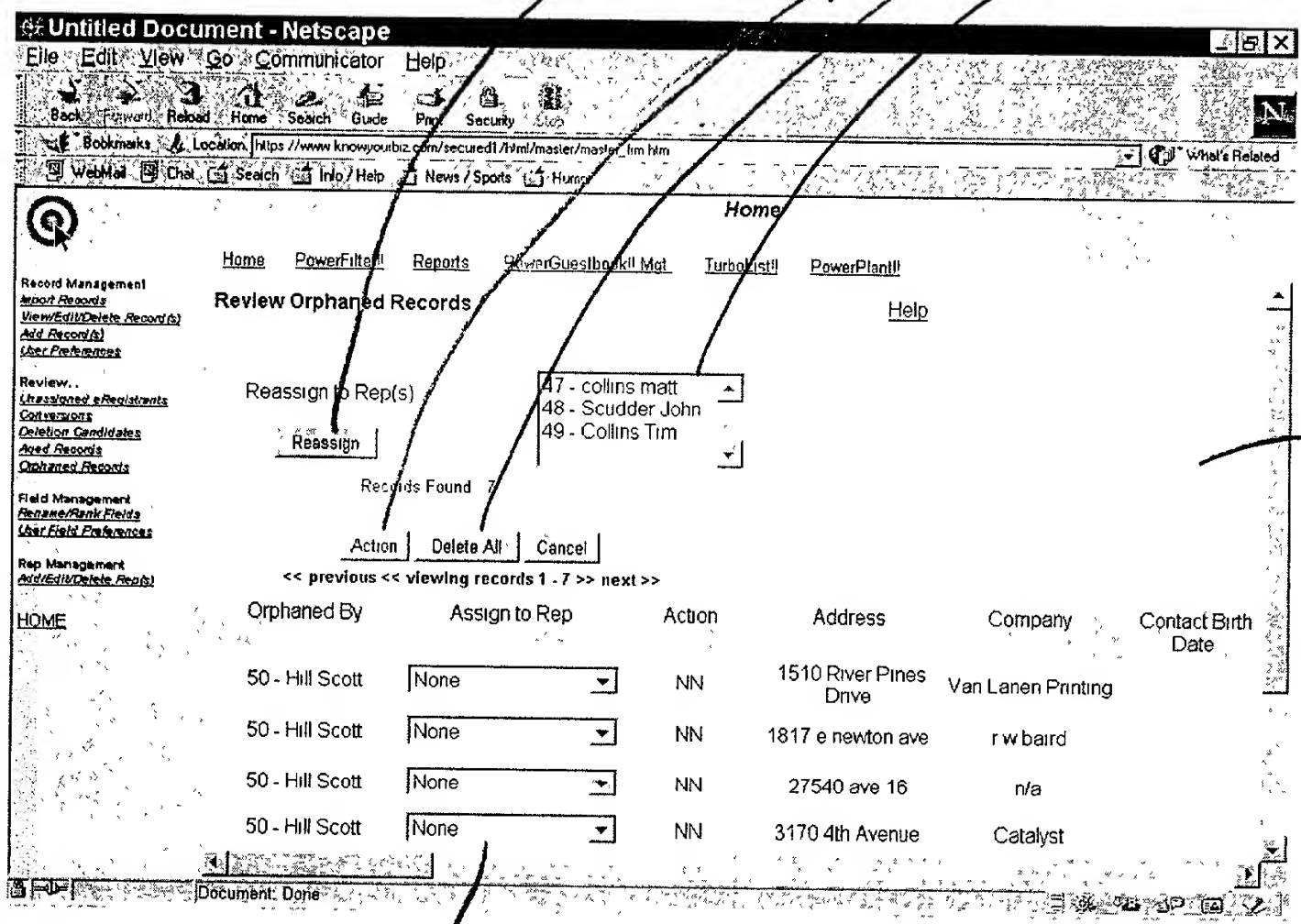
Add Record(s)
User Preferences
Review...
Unassigned eRegistrants
Conversions
Deletion Candidates
Aged Records
Orphaned Records
Field Management
Rename/Rank Fields
User Field Preferences
Rep Management
Add/Edit/Delete Reps
HOME
Review Deletion Candidates
Help
Records Found 4
Action
Delete All
Reinstate All
Cancel
<< previous << viewing records 1 4 >> next >>
Nominated By
Assign to Rep
Status
Action
Notes
0 -
None
White Hot
None
<< previous << viewing records 1 - 4 >> next >>
Document: Done
Start
MS-DOS Pro...
Untitled Doc...
Document1 - ...
11:32 AM
98
100
104
102

FIG. 12


116
120
122
114
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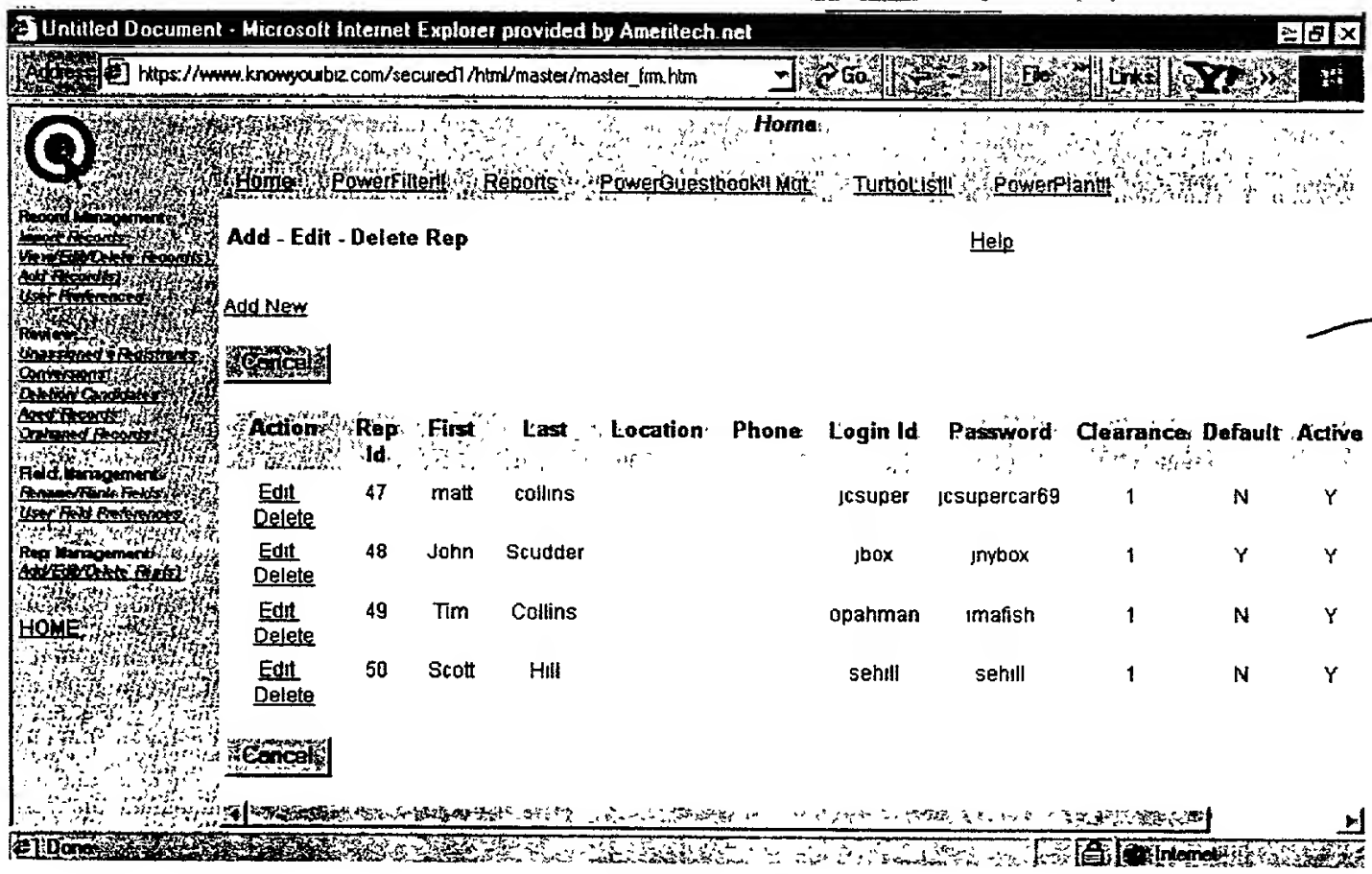
Add Record(s)
User Preferences
Review...
Unassigned eRegistrants
Conversions
Deletion Candidates
Aged Records
Orphaned Records
Field Management
Rename/Rank Fields
User Field Preferences
Rep Management
Add/Edit/Delete Rep(s)
HOME
Review Orphaned Records
Help
Reassign to Rep(s)
47 - collins matt
48 - Scudder John
49 - Collins Tim
Reassign
Records Found 7
Action
Delete All
Cancel
<< previous << viewing records 1 - 7 >> next >>
Orphaned By
Assign to Rep
Action
Address
Company
Contact Birth Date
50 - Hill Scott
None
NN
1510 River Pines Drive
Van Lanen Printing
50 - Hill Scott
None
NN
1817 e newton ave
r w baird
50 - Hill Scott
None
NN
27540 ave 16
n/a
50 - Hill Scott
None
NN
3170 4th Avenue
Catalyst
Document: Done
112
118

FIG. 13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TurboList!!
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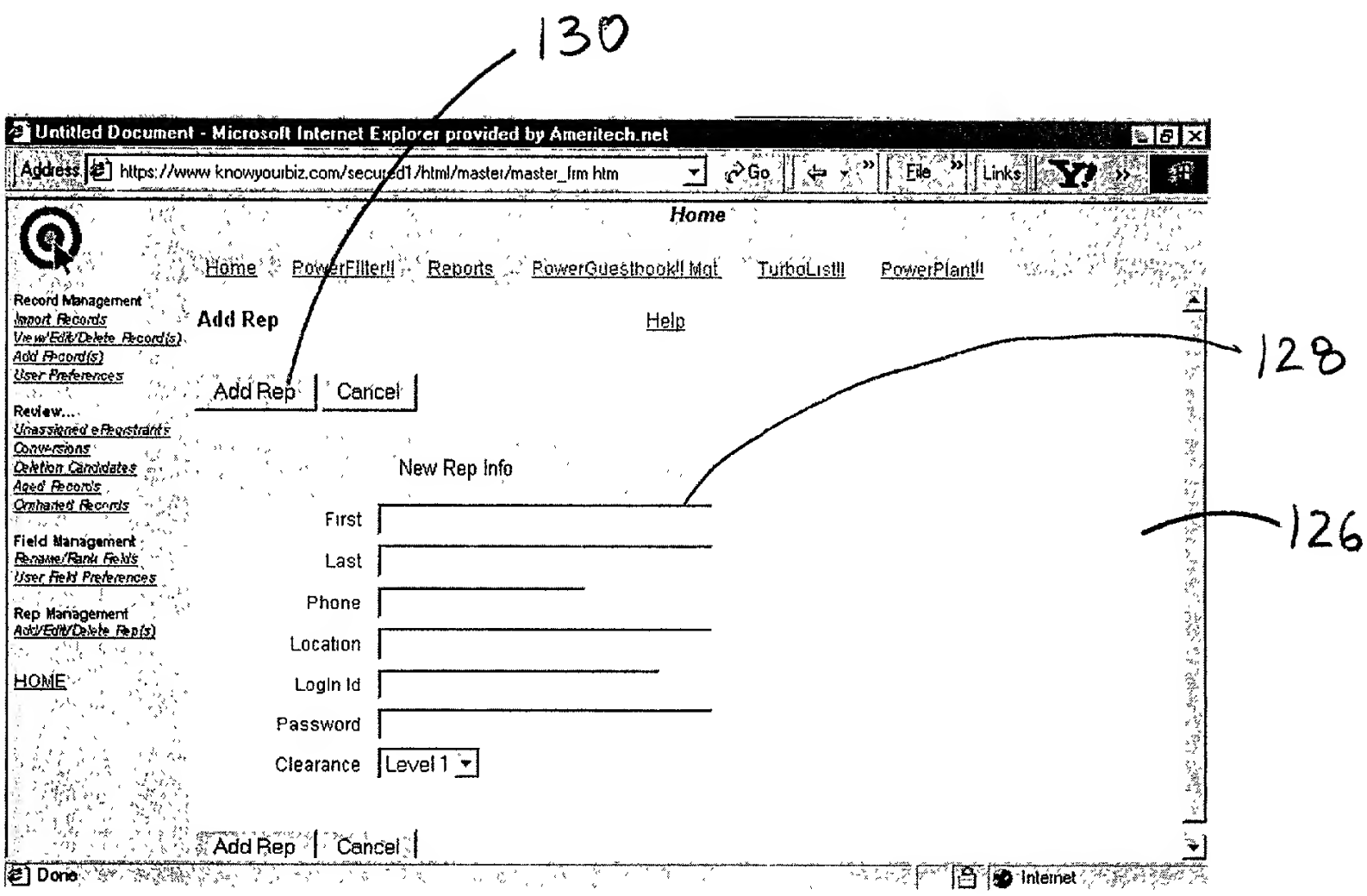
Add Record(s)
User Preferences
Review
Unassigned Registrants
Conversions
Deletion Candidates
Aged Records
Orphaned Records
Field Management
Browse/Rank Fields
User Field Preferences
Rep Management
Add/Edit/Delete Rep(s)
HOME
Add - Edit - Delete Rep
Help
Add New
Cancel
Action
Rep Id
First
Last
Location
Phone
Login Id
Password
Clearance
Default
Active
Edit Delete
47 matt collins jcsuper jcsupercar69 1 N Y
Edit Delete
48 John Scudder jbox jnybox 1 Y Y
Edit Delete
49 Tim Collins opahman imafish 1 N Y
Edit Delete
50 Scott Hill sehill sehill 1 N Y
Cancel
Done
Internet

124

FIG. 14


130
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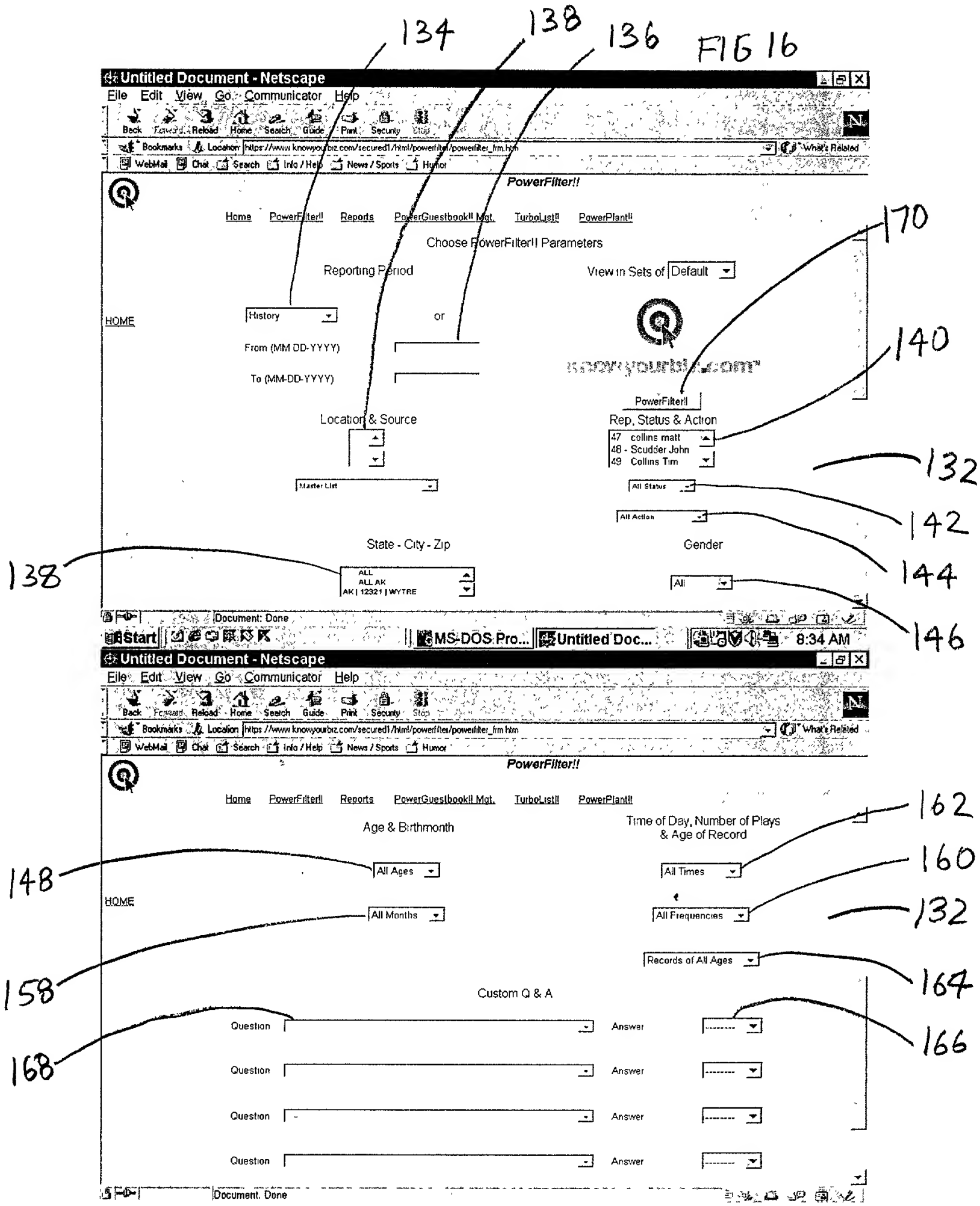
Record Management
Import Records
View/Edit/Delete Record(s)
Add Record(s)
User Preferences
Review...
Unassigned eRegistrants
Conversions
Deletion Candidates
Aged Records
Orphaned Records
Field Management
Rename/Rank Fields
User Field Preferences
Rep Management
Add/Edit/Delete Rep(s)
HOME
Add Rep
Help
Add Rep
Cancel
New Rep Info
First
Last
Phone
Location
LogIn Id
Password
Clearance
Level 1
Add Rep
Cancel
Done
Internet
128
126

FIG. 15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Home PowerFilter!! Reports PowerGuestbook!! Mgt. TurboList!! PowerPlant!!
Choose PowerFilter!! Parameters
Reporting Period
View in Sets of Default
HOME
History
or
From (MM DD-YYYY)
To (MM-DD-YYYY)
PowerFilter!!
Location & Source
Rep, Status & Action
47 collins matt
48 - Scudder John
49 Collins Tim
Master List
All Status
All Action
State - City - Zip
Gender
ALL
ALL AK
AK | 12321 | WYTRE
All
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8:34 AM
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Home PowerFilter!! Reports PowerGuestbook!! Mgt. TurboList!! PowerPlant!!
Age & Birthmonth
Time of Day, Number of Plays & Age of Record
All Ages
All Times
HOME
All Months
All Frequencies
Records of All Ages
Custom Q & A
Question
Answer
Question
Answer
Question
Answer
Question
Answer
Document: Done
134
138
136
170
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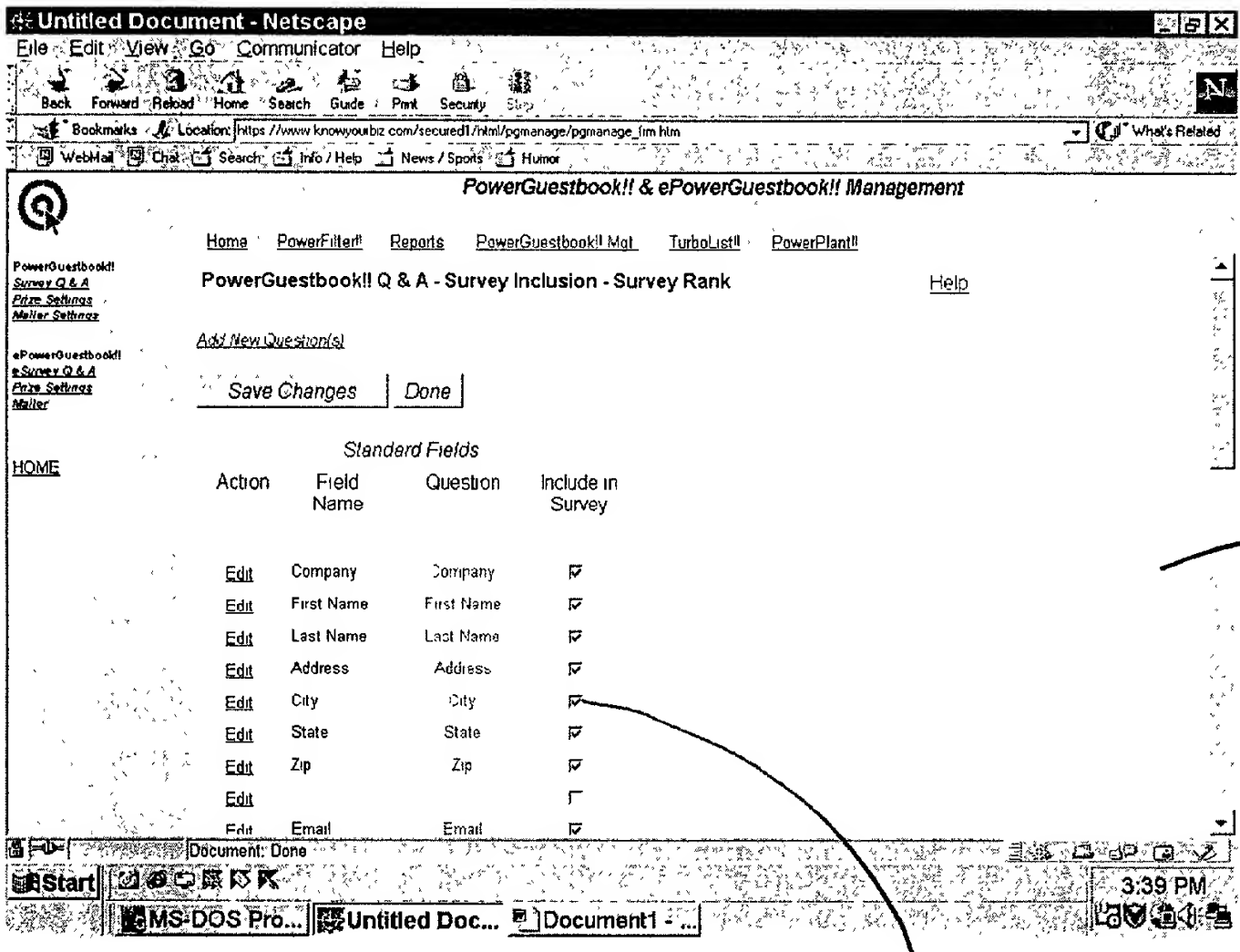
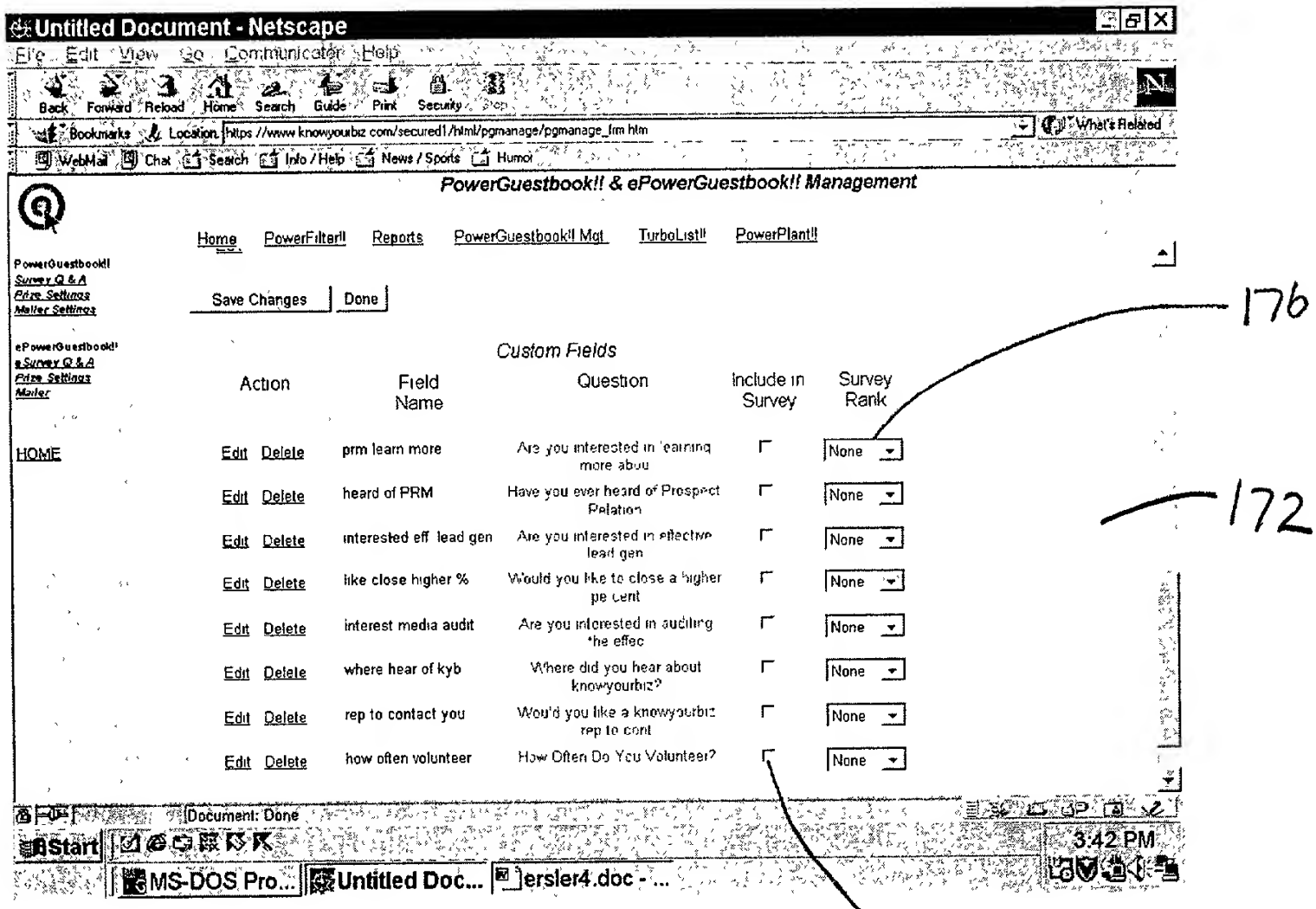
FIG. 16a



172

174

FIG. 17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PowerGuestbook!!
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Prize Settings
Mailer Settings
ePowerGuestbook!!
eSurvey Q & A
Prize Settings
Mailer
Save Changes Done
Custom Fields
HOME
Action
Field Name
Question
Include in Survey
Survey Rank
Edit Delete prm learn more Are you interested in learning more abou None
Edit Delete heard of PRM Have you ever heard of Prospect Relation None
Edit Delete interested eff lead gen Are you interested in effective lead gen None
Edit Delete like close higher % Would you like to close a higher pe cent None
Edit Delete interest media audit Are you interested in auditing the effec None
Edit Delete where hear of kyb Where did you hear about knowyourbiz? None
Edit Delete rep to contact you Would you like a knowyourbiz rep to cont None
Edit Delete how often volunteer How Often Do You Volunteer? None
Document: Done
Start
MS-DOS Pro...
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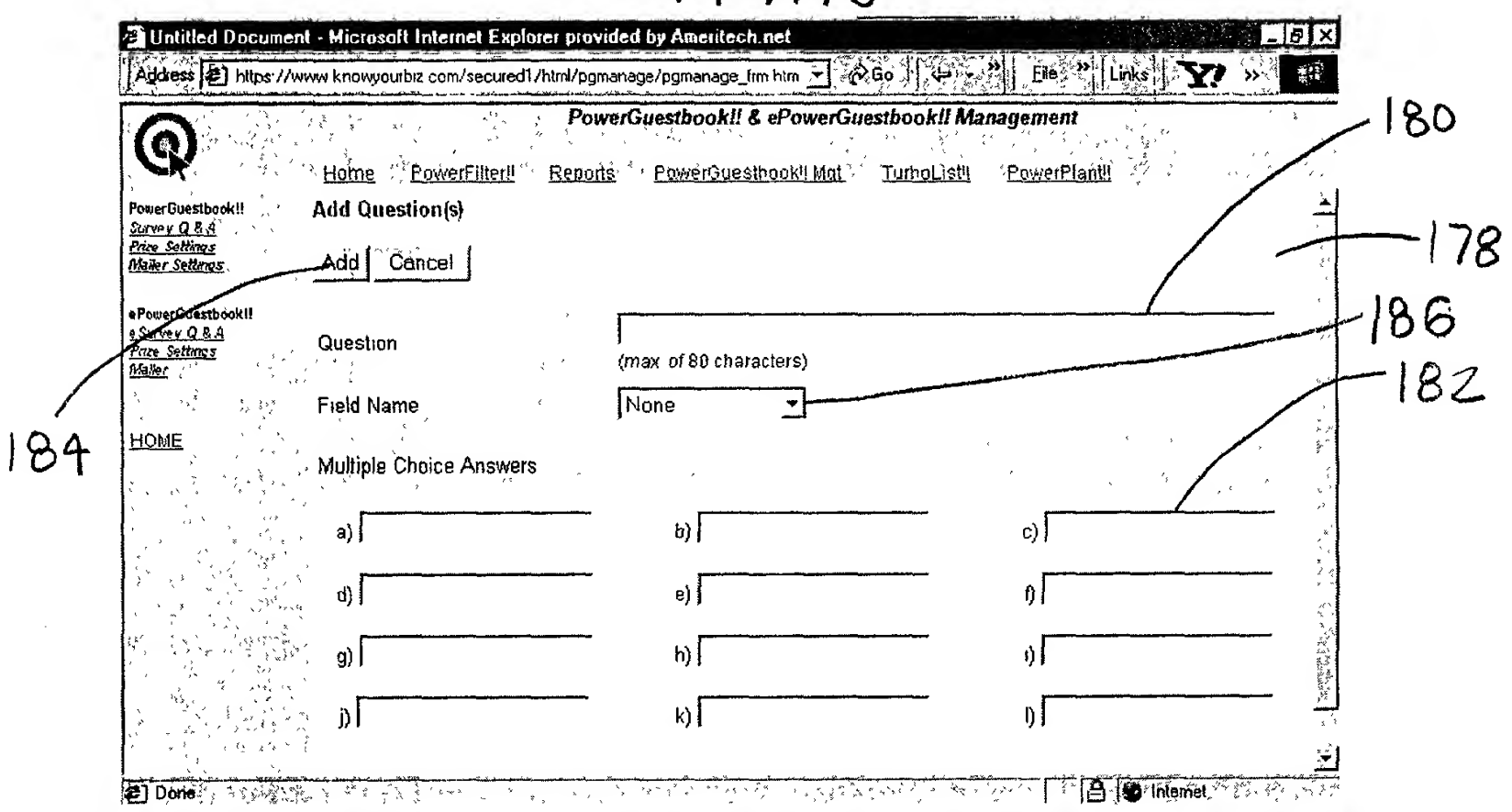
ersler4.doc - ...
3:42 PM
176
172
174

FIG. 17a

FIG. 17b



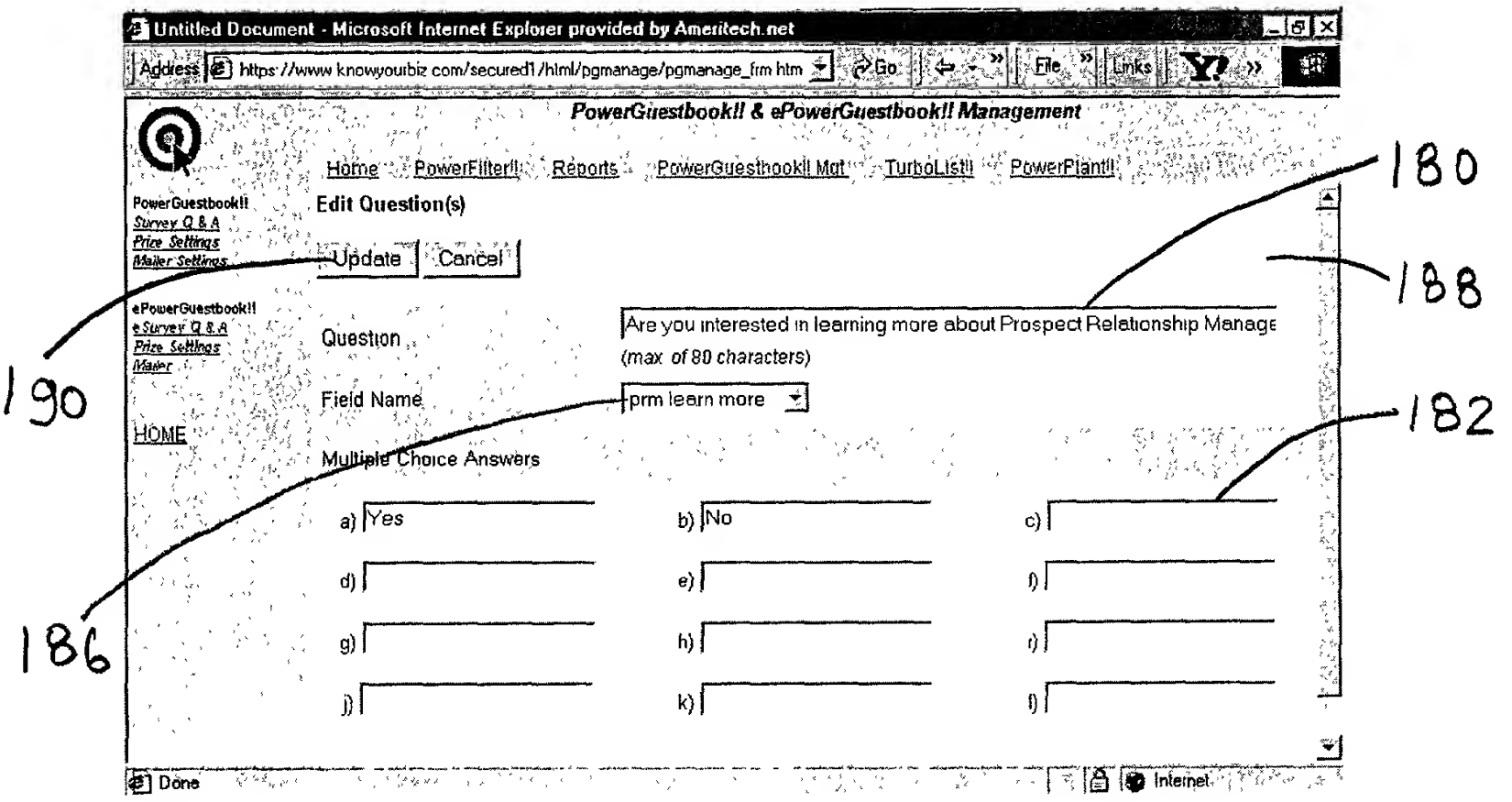
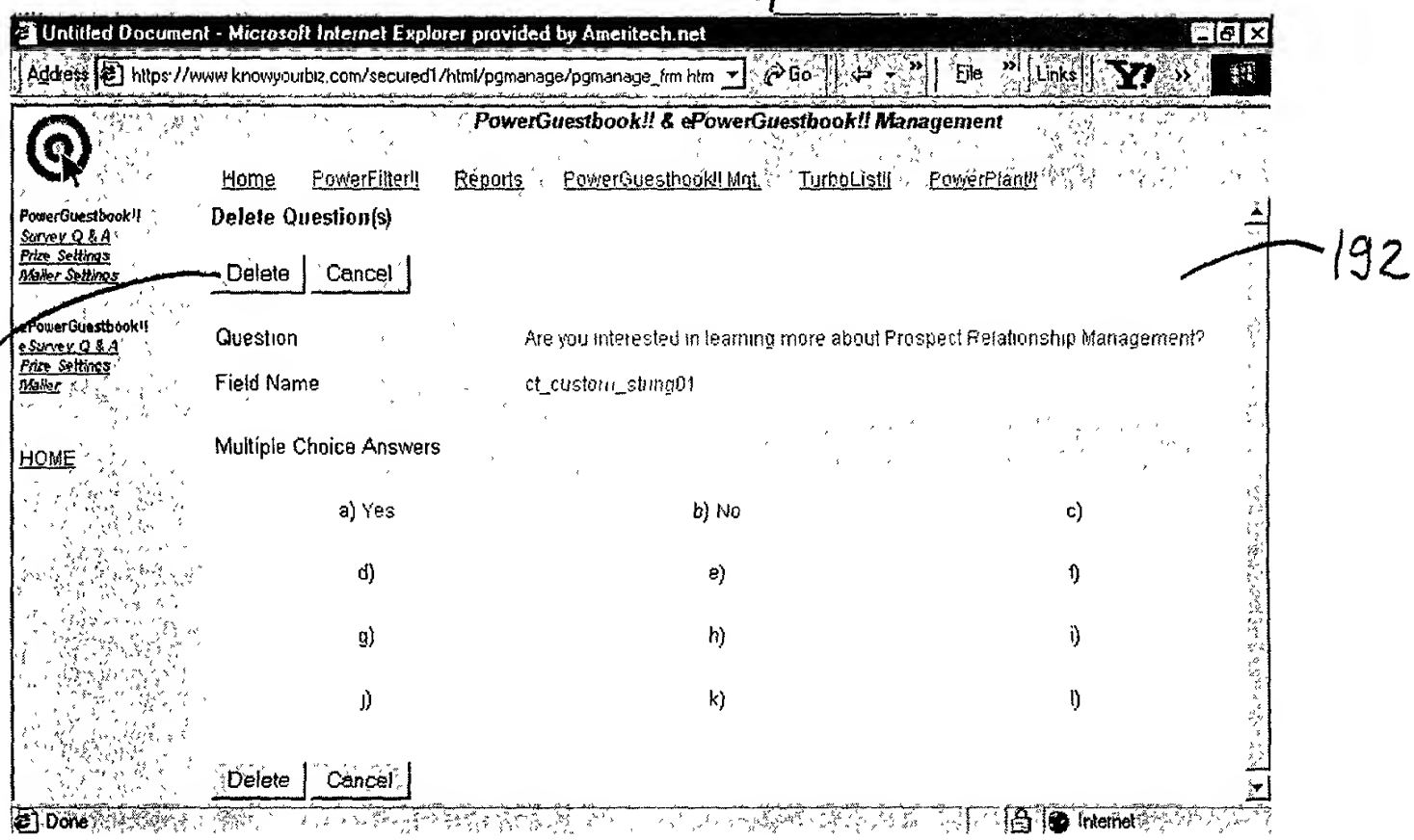


FIG. 17c

FIG. 17d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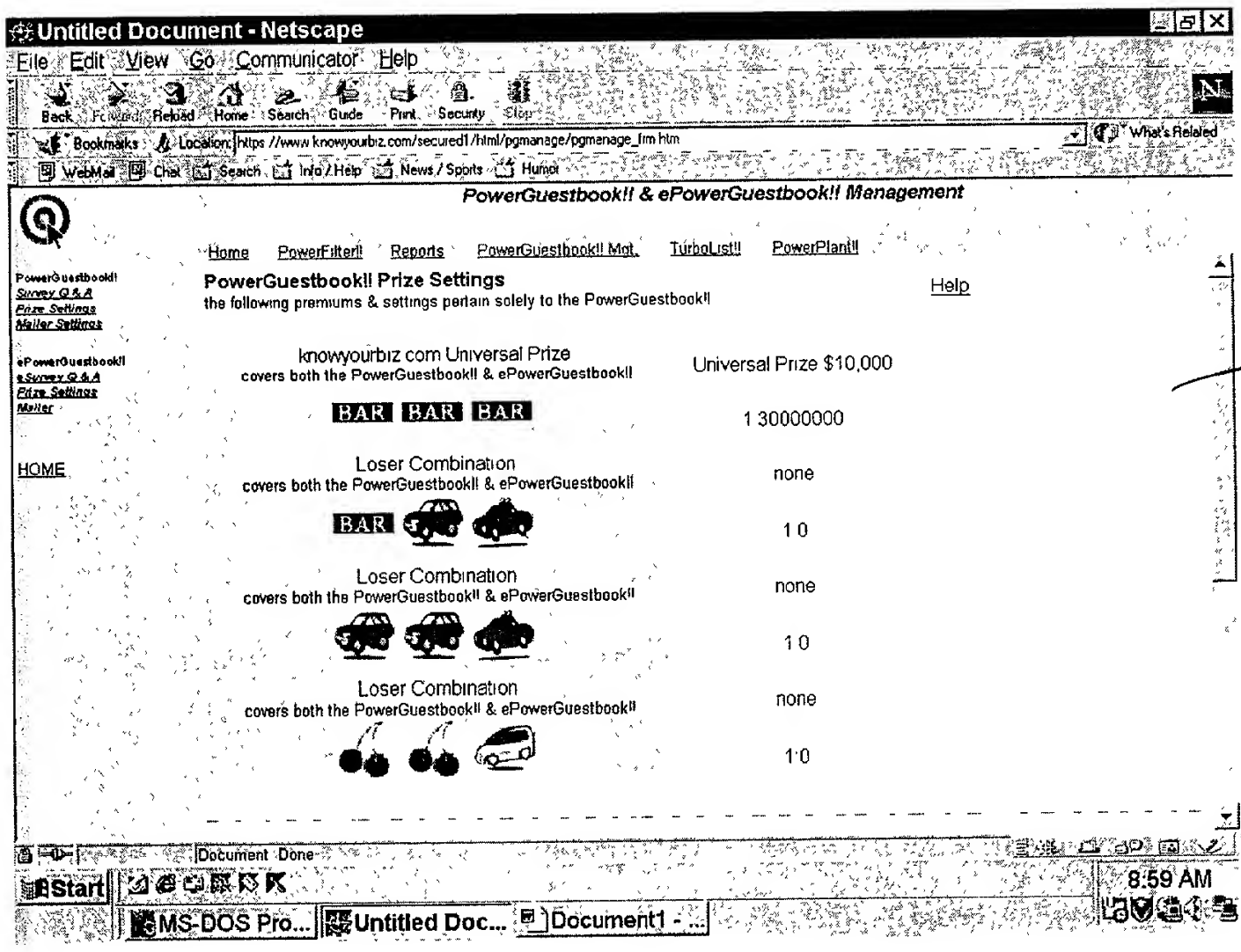
TurboList!!
PowerPlant!!
PowerGuestbook!!
Survey Q & A
Prize Settings
Mailer Settings
ePowerGuestbook!!
eSurvey Q & A
Prize Settings
Mailer
HOME
Delete Question(s)
Delete
Cancel
192
194
Question
Are you interested in learning more about Prospect Relationship Management?
Field Name
ct_custom_string01
Multiple Choice Answers
a) Yes
b) No
c)
d)
e)
f)
g)
h)
i)
j)
k)
l)
Delete
Cancel
Done
Internet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PowerGuestbook!!
Survey Q & A
Prize Settings
Mailer Settings
ePowerGuestbook!!
eSurvey Q & A
Prize Settings
Mailer
HOME
PowerGuestbook!! Prize Settings
the following premiums & settings pertain solely to the PowerGuestbook!!
Help
knowyourbiz.com Universal Prize
covers both the PowerGuestbook!! & ePowerGuestbook!!
Universal Prize $10,000
BAR BAR BAR
1 30000000
Loser Combination
covers both the PowerGuestbook!! & ePowerGuestbook!!
none
BAR
1 0
Loser Combination
covers both the PowerGuestbook!! & ePowerGuestbook!!
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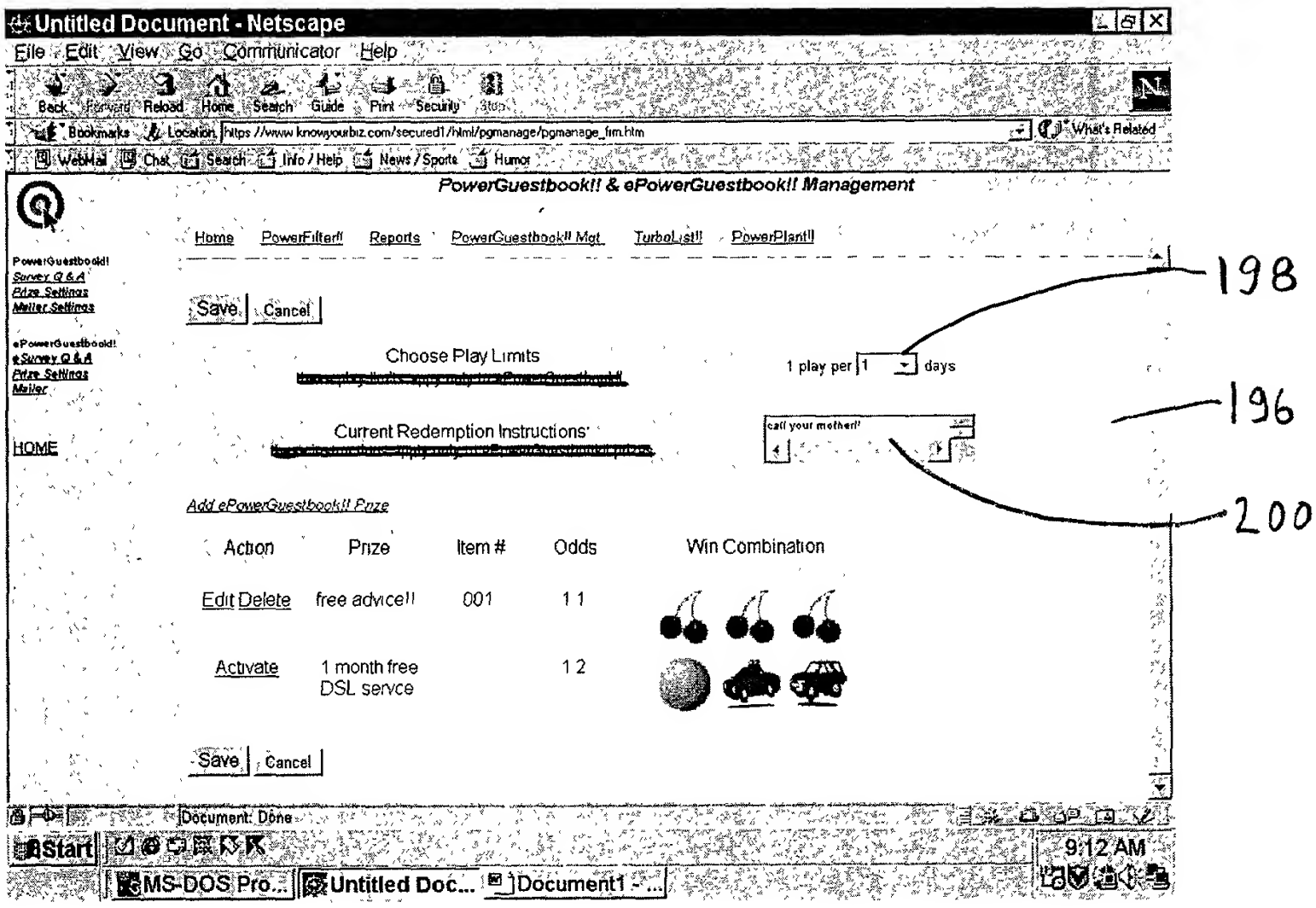
196

FIG, 18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PowerGuestbook!
Survey Q & A
Prize Settings
Mailer Settings
ePowerGuestbook!
eSurvey Q & A
Prize Settings
Mailer
HOME
Save Cancel
Choose Play Limits
1 play per 1 days
Current Redemption Instructions:
call your mother!
198
196
200
Add ePowerGuestbook!! Prize
Action Prize Item # Odds Win Combination
Edit Delete free advice!! 001 1 1
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Save Cancel
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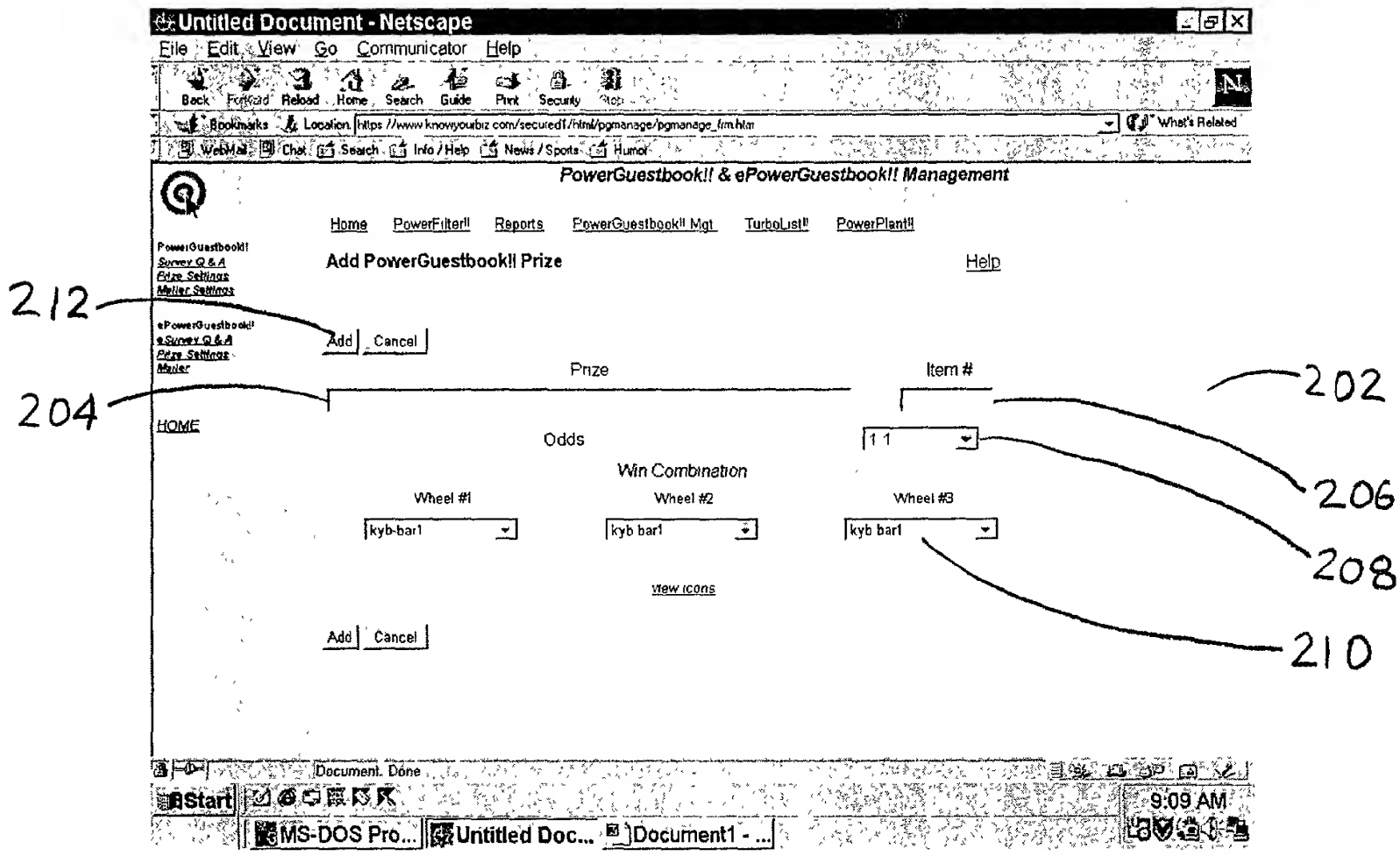
FIG. 18a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PowerGuestbook!!
Survey Q & A
Prize Settings
Mailer Settings
ePowerGuestbook!!
eSurvey Q & A
Prize Settings
Mailer
Add PowerGuestbook!! Prize
Help
Add Cancel
Prize
Item #
HOME
Odds
1 1
Win Combination
Wheel #1
Wheel #2
Wheel #3
kyb-bar1
kyb bar1
kyb bar1
view icons
Add Cancel
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212
204
202
206
208
210

FIG. 18b

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Help
BAR
kyb-bar1
Active
kyb-cherry
Active
kyb-orange
Active
kyb-red car
Active
kyb-greensuv
Active
kyb-red pickup
Active
kyb-white minivan
Active
BAR
BAR
kyb-bar2
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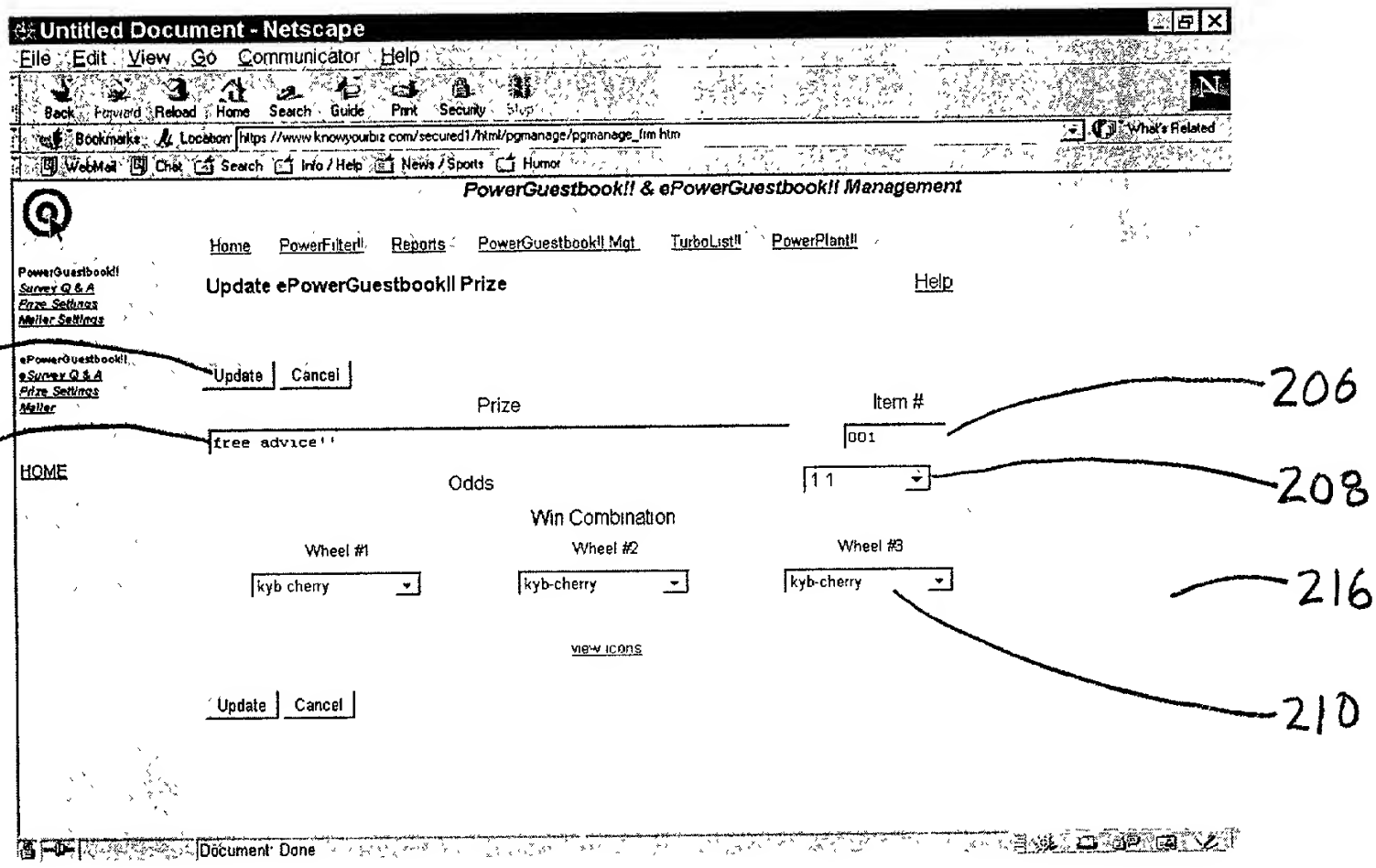
Document1 - ...
Untitled Doc...

214

FIG. 18c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Prize Settings
Mailer Settings
ePowerGuestbook!!
eSurvey Q & A
Prize Settings
Mailer
HOME
Update ePowerGuestbook!! Prize
Help
Update Cancel
Prize
free advice!!
Item #
001
Odds
1 1
Win Combination
Wheel #1
kyb cherry
Wheel #2
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204
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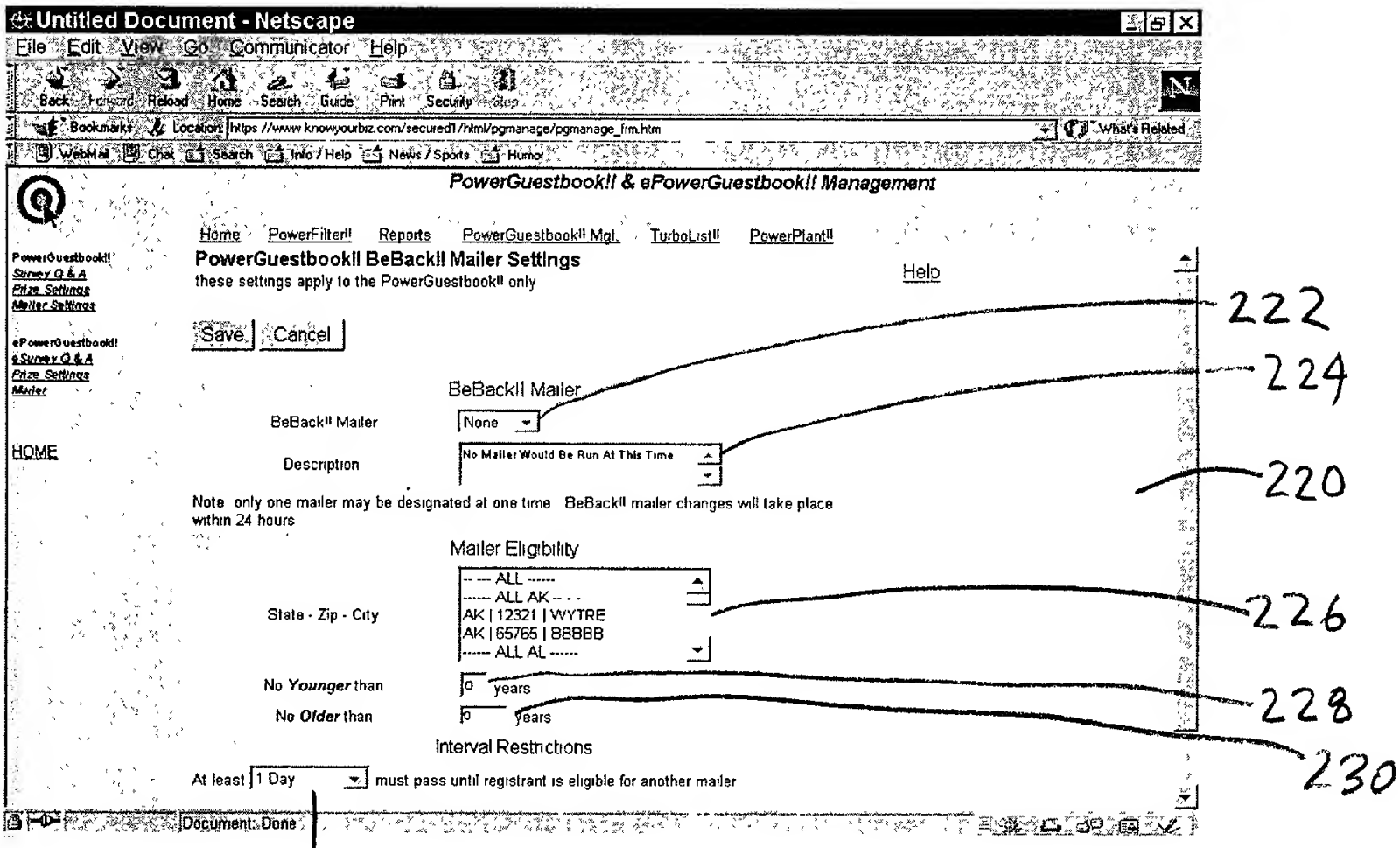
208
216
210

FIG. 18d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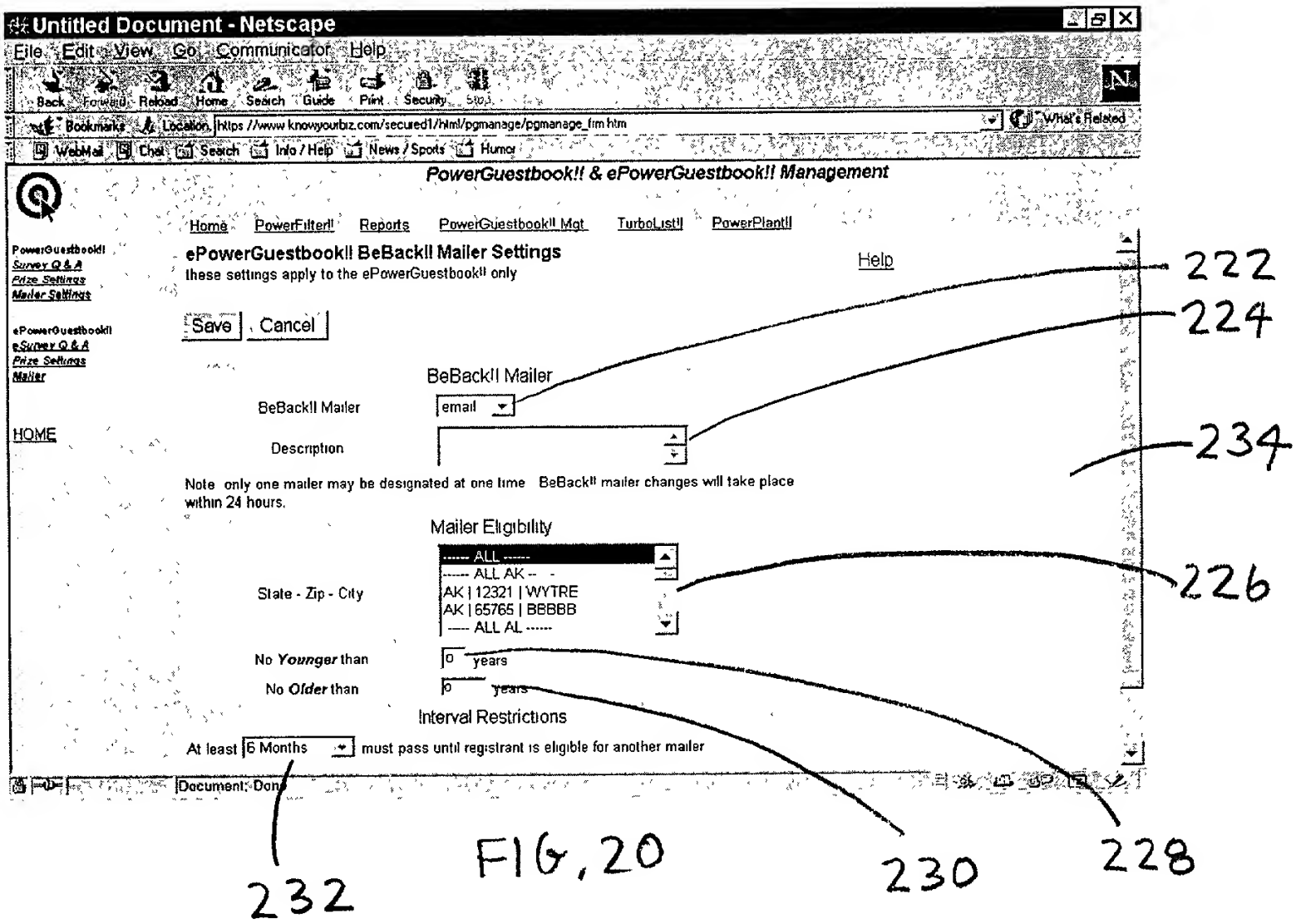
PowerGuestbook!!
Survey Q & A
Prize Settings
Mailer Settings
ePowerGuestbook!!
eSurvey Q & A
Prize Settings
Mailer
HOME
PowerGuestbook!! BeBack!! Mailer Settings
these settings apply to the PowerGuestbook!! only
Help
Save Cancel
BeBack!! Mailer
BeBack!! Mailer None
Description No Mailer Would Be Run At This Time
Note only one mailer may be designated at one time BeBack!! mailer changes will take place within 24 hours
Mailer Eligibility
State - Zip - City
--- ALL ---
--- ALL AK ---
AK | 12321 | WYTRE
AK | 65765 | BBBBB
--- ALL AL ---
No Younger than 0 years
No Older than 0 years
Interval Restrictions
At least 1 Day must pass until registrant is eligible for another mailer
Document: Done
222
224
220
226
228
230
232

FIG. 19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Mailer Settings
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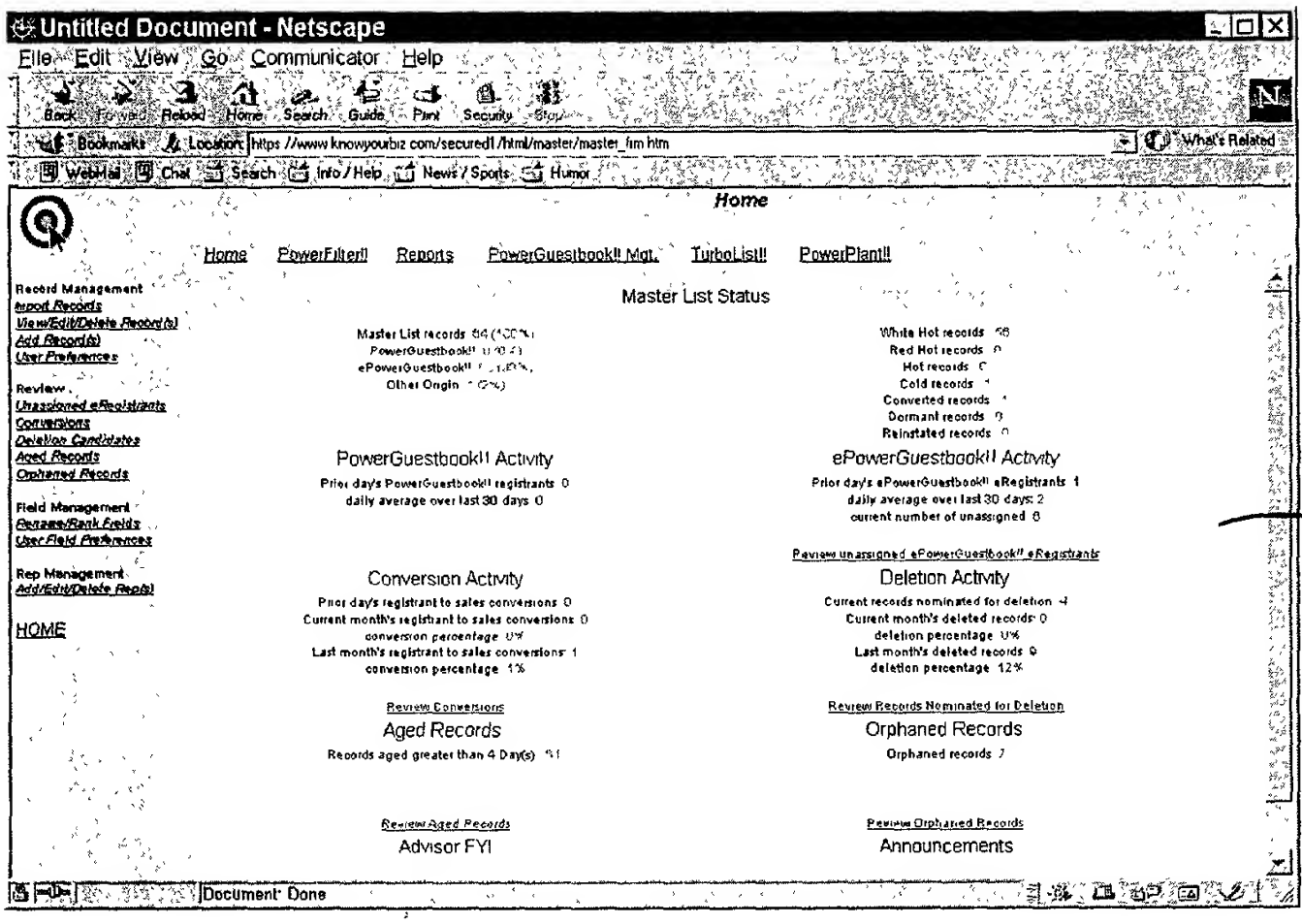
eSurvey Q & A
Prize Settings
Mailer
HOME
ePowerGuestbook!! BeBack!! Mailer Settings
these settings apply to the ePowerGuestbook!! only
Help
Save Cancel
BeBack!! Mailer
BeBack!! Mailer
email
Description
Note only one mailer may be designated at one time BeBack!! mailer changes will take place within 24 hours.
Mailer Eligibility
State - Zip - City
----- ALL -----
----- ALL AK -- -
AK | 12321 | WYTRE
AK | 65765 | BBBBB
---- ALL AL -----
No Younger than
0 years
No Older than
0 years
Interval Restrictions
At least 6 Months must pass until registrant is eligible for another mailer
Document: Don
222
224
234
226
232
230
228

FIG, 20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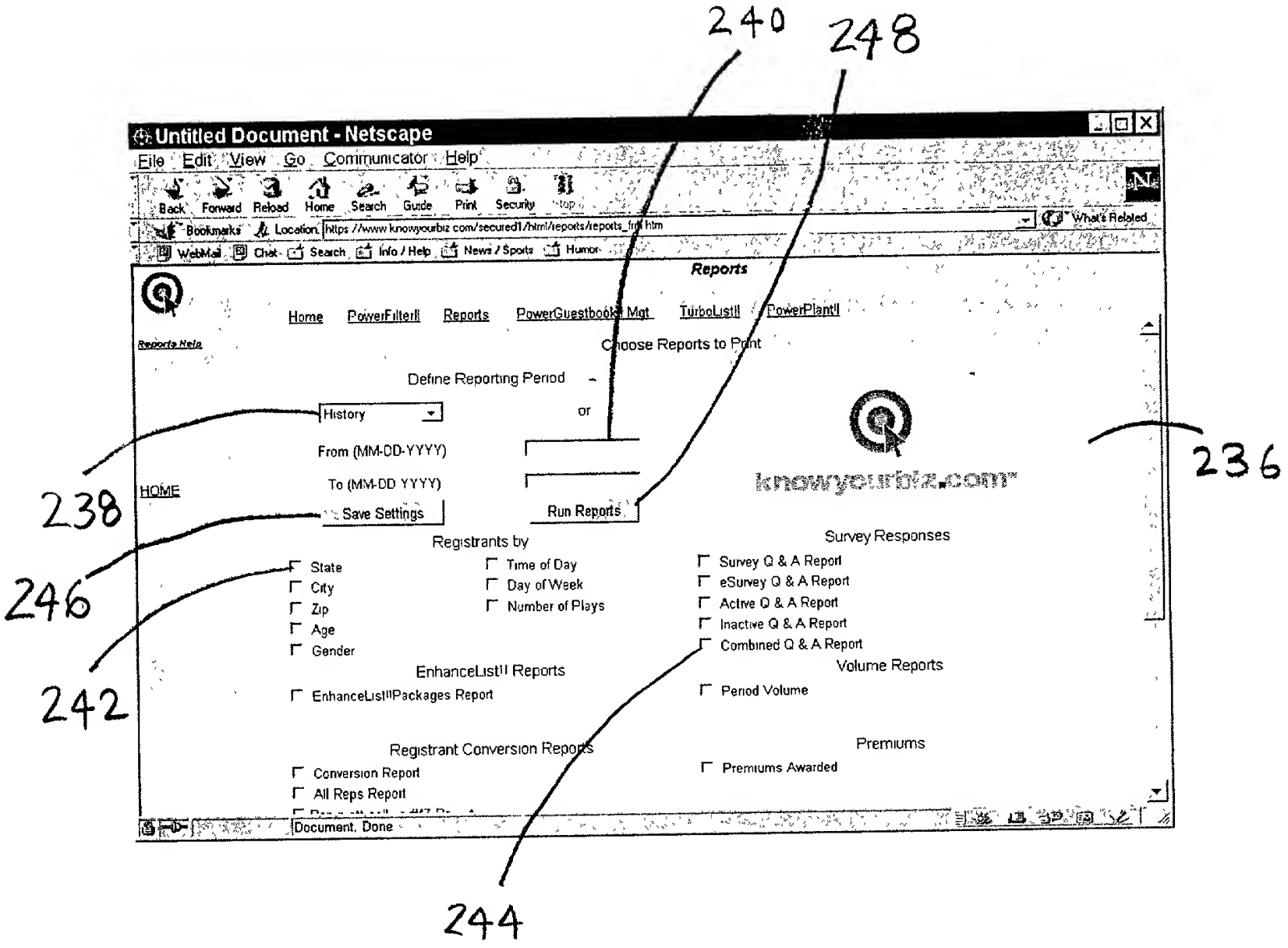
Import Records
View/Edit/Delete Record(s)
Add Record(s)
User Preferences
Review
Unassigned eRegistrants
Conversions
Deletion Candidates
Aged Records
Orphaned Records
Field Management
Rename/Rank Fields
User Field Preferences
Rep Management
Add/Edit/Delete Rep(s)
HOME
Master List Status
Master List records 84 (100%)
PowerGuestbook!! 0 (0%)
ePowerGuestbook!! 1 (1.2%)
Other Origin 1 (1%)
White Hot records 56
Red Hot records 0
Hot records 0
Cold records 1
Converted records 1
Dormant records 0
Reinstated records 0
PowerGuestbook!! Activity
Prior day's PowerGuestbook!! registrants 0
daily average over last 30 days 0
ePowerGuestbook!! Activity
Prior day's ePowerGuestbook!! eRegistrants 1
daily average over last 30 days: 2
current number of unassigned 0
Review unassigned ePowerGuestbook!! eRegistrants
Conversion Activity
Prior day's registrant to sales conversions 0
Current month's registrant to sales conversions 0
conversion percentage 0%
Last month's registrant to sales conversions 1
conversion percentage 1%
Deletion Activity
Current records nominated for deletion 4
Current month's deleted records 0
deletion percentage 0%
Last month's deleted records 9
deletion percentage 12%
Review Conversions
Review Records Nominated for Deletion
Aged Records
Records aged greater than 4 Day(s) 51
Orphaned Records
Orphaned records 7
Review Aged Records
Review Orphaned Records
Advisor FYI
Announcements
Document: Done

235

FIG. 21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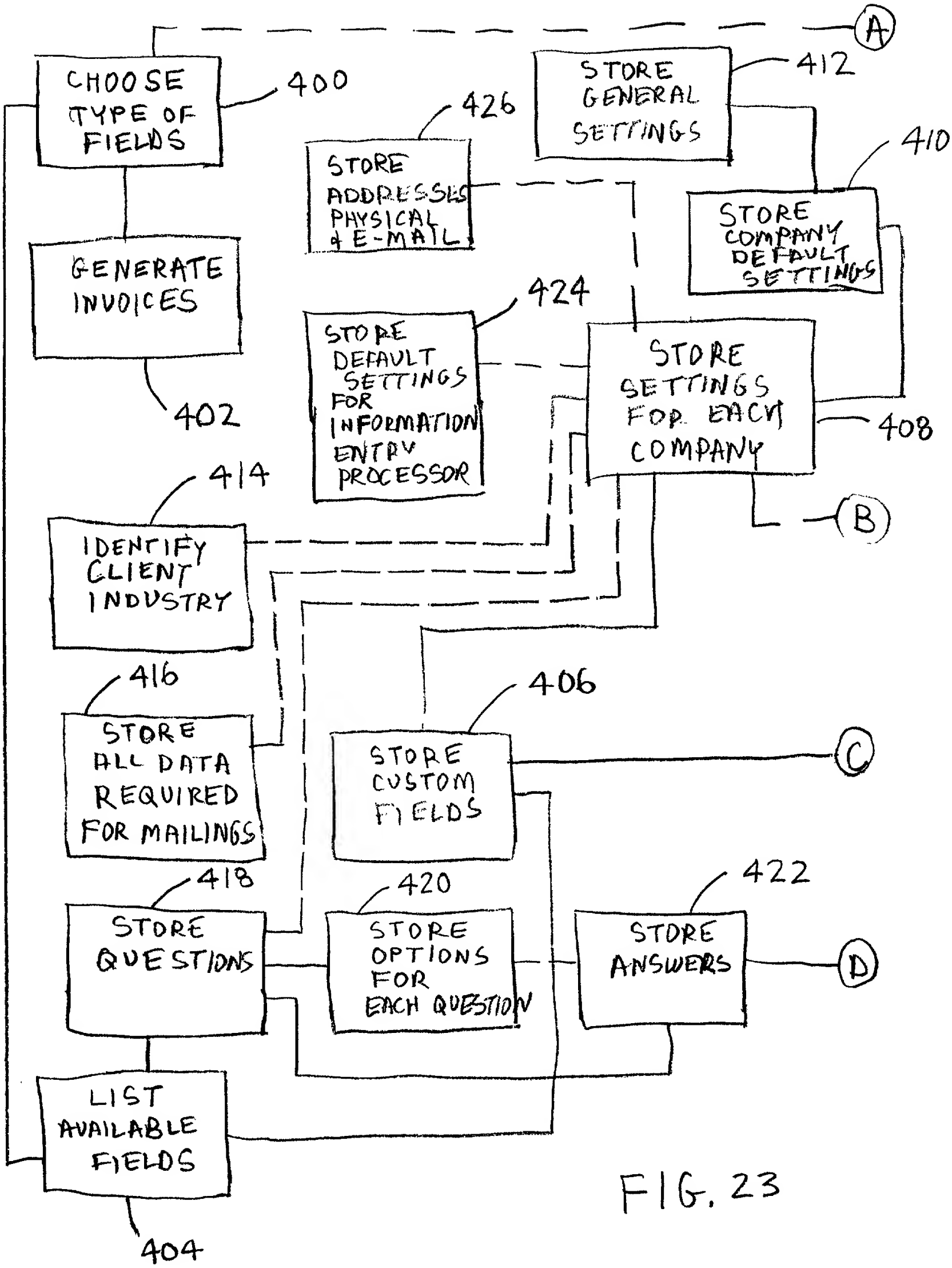
Reports Help
Choose Reports to Print
Define Reporting Period
History
or
From (MM-DD-YYYY)
To (MM-DD YYYY)
HOME
Save Settings
Run Reports
knowyourbiz.com
236
238
246
242
Registrants by
State
City
Zip
Age
Gender
Time of Day
Day of Week
Number of Plays
Survey Responses
Survey Q & A Report
eSurvey Q & A Report
Active Q & A Report
Inactive Q & A Report
Combined Q & A Report
EnhanceList!! Reports
EnhanceList!!Packages Report
Volume Reports
Period Volume
Registrant Conversion Reports
Conversion Report
All Reps Report
Premiums
Premiums Awarded
Document: Done
244

FIG. 22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CHOOSE TYPE OF FIELDS
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412
426
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STORE COMPANY DEFAULT SETTINGS
GENERATE INVOICES
424
STORE DEFAULT SETTINGS FOR INFORMATION ENTRY PROCESSOR
STORE SETTINGS FOR EACH COMPANY
408
402
B
414
IDENTIFY CLIENT INDUSTRY
416
406
STORE ALL DATA REQUIRED FOR MAILINGS
STORE CUSTOM FIELDS
C
418
420
422
STORE QUESTIONS
STORE OPTIONS FOR EACH QUESTION
STORE ANSWERS
D
LIST AVAILABLE FIELDS
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FIG. 23

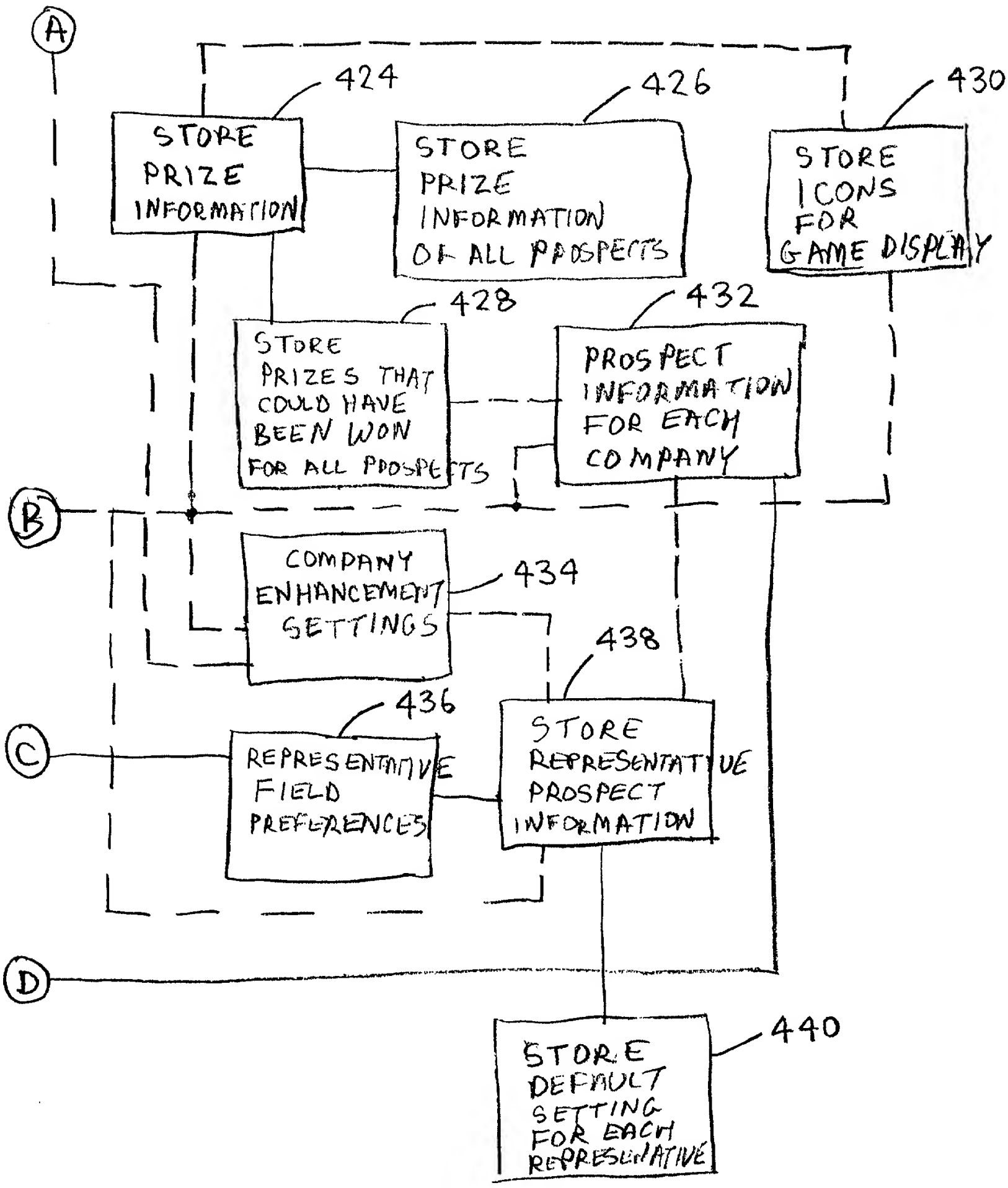
A
424
STORE PRIZE INFORMATION
426
STORE PRIZE INFORMATION OF ALL PROSPECTS
430
STORE ICONS FOR GAME DISPLAY
428
STORE PRIZES THAT COULD HAVE BEEN WON FOR ALL PROSPECTS
432
PROSPECT INFORMATION FOR EACH COMPANY
B
COMPANY ENHANCEMENT SETTINGS
434
438
436
C
REPRESENTATIVE FIELD PREFERENCES
STORE REPRESENTATIVE PROSPECT INFORMATION
D
440
STORE DEFAULT SETTING FOR EACH REPRESENTATIVE

FIG. 24